

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, November 10, 2021**

**Present**

Don Chappel, Ben McMillen, Deneen Rhodes, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

**Absent**

Dan Bazzoli, Derek Garcia, Nicole Mitchell, Justin McWilliams, Christy Orndorff, Kevin Paul, Adam Stokes, and Shelley Younken.

**Quorum Present?**      Yes

**CALL TO ORDER:**

1. Sandy Wilson called the meeting to order at 3:31 p.m.
2. Blair Zimmerman made the motion and Deneen Rhodes seconded to approve the October 13, 2021 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. JoAnne Marshall reported as of October 29, 2021, the Hotel/Motel Tax Account ending balance is \$143,648.86; the TPA Fundraising Account ending balance is \$38,140.44; and the TPA MMA Savings Account ending balance is \$11,008.00.

**ACCOUNTS PAYABLE**

1. Blair Zimmerman made the motion and Ben McMillen seconded to approve the November 10, 2021 Disbursement Request (Attachment 1) totaling \$14,470.93. Vote was unanimous.

**DIRECTOR REPORT**

1. There was a minor flood from a busted water pipe in the Fort Jackson Building that came into the office. Nothing irreplaceable was lost.
2. JoAnne expressed an appreciation and thank you to Deneen Rhodes and Sandy Wilson for attending the Township Supervisor Conference at the Fairgrounds on behalf of Tourism.

**COMMITTEE REPORTS**

**Advertising** (*Ben McMillen & Christy Orndorff*)

1. Don Chappel made the motion and Blair Zimmerman seconded to approve a half-page ad in VisitPITTSBURGH's 2022 Official Visitors Guide for \$5,700. Vote was unanimous.
2. Bandwango will start working on our first passport of a gamified challenge of Covered Bridges in Greene County. Each person that check-ins at all seven bridges will be sent a postcard bundle featuring the Covered Bridges of Greene County.
3. Emma Herrle with the assistance of Paige Livingston completed a YouTube video of paranormal sites in Greene County to visit with Kevin Paul. The completed video was well received and continues to gain attraction. The quality and overall theming was well done and we look forward to working on additional videos in the future.
4. Miles Media completed the Google Program with us in May, but just sent the completed report last week. JoAnne will follow up to find out why there was no contact from them after emails in February.
5. The Ohio Amish Distribution program is set for renewal in 2022 and 15,000 new brochures are required to participate. JoAnne will work with local printers to see what paper can be obtained to continue participating in the program.

6. The Wedding Marketing group is scheduled to meet at 5:30pm on November 11 at Revival on Main in Clarksville.

**Finance** (*Don Chappel*)

*Nothing to report at this time.*

**Fundraising** (*Sandy Wilson & Shelley Younken*)

1. #ShopGreene21 launched on October 30<sup>th</sup> and we have a total of 16 locations, including Tourism, participating. Coupon books have been sent to the printer and will be distributed with a second round of shopping bags upon arrival.

**Hotel/Motel Tax** (*JoAnne Marshall*)

1. Hotel occupancy for September 2021 was 47.7%, average daily room rate was \$81.16, the revenue per available room was \$38.74, and the number of rooms sold were 5,442.

**Long-Range Planning** (*Kevin Paul*)

1. The review of the plan will be postponed until December's meeting.

**Partnership** (*Deneen Rhodes & Shelley Younken*)

1. Ben McMillen made the motion and Don Chappel seconded to approve the print quote of \$17,995 from MPB Printing for 25,000 visitor guides. Vote was unanimous.
2. The Visitor Guide has secured two articles written by Waynesburg University students for use in the Visitor Guide. Ad sales have been good and those that have not secured their ad for the 2022 guide will be contacted. The planned print date is December 1.

**OLD BUSINESS**

1. The America250PA agenda has several events and activities leading up to the big celebration in 2026. Activities include planning a Liberty Tree, installing a Liberty Bell, and acquiring an artist's work to be on displayed outdoors.

**NEW BUSINESS**

*Nothing to report at this time.*

**PUBLIC COMMENT**

*Nothing to report at this time.*

**ADJOURNMENT**

1. The meeting adjourned at 4:16 p.m. by a motion from Don Chappel. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, December 8 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency  
Disbursement Request - FY 2021 - Q4  
Wednesday, November 10, 2021**

Date	Invoice #	Vendor	Memo	Account	Amount
06/30/2021		County of Greene General Fund	2nd Quarter Administration	HM	961.37
08/31/2021	2343	County of Greene General Fund	August Postage	HM	136.34
09/30/2021	2347	County of Greene General Fund	September Payroll	HM	3,195.54
09/30/2021	2350	County of Greene General Fund	September Windstream	HM	15.12
09/30/2021	3Q Sales Tax	County of Greene General Fund	3rd Quarter Sales Tax	FR	1.11
10/19/2021		Paige Livingston	Paranormal Filming Project	FR	100.00
10/22/2021		Sign Here Etc.	#ShopGreene21 Decals (40 qty)	FR	60.00
10/29/2021		Beegraphix	#ShopGreene21 Bags	HM	4,188.00
10/31/2021	21100013	WANB Radio	October Tourism Radio (WANB-13 spots)	HM	260.00
10/31/2021	21100084	WKVE Radio	October Tourism Radio (WKVE-13 spots)	HM	260.00
10/31/2021	2353	County of Greene General Fund	October Payroll	HM	3,677.36
10/31/2021	AMEX-October	County of Greene General Fund	American Express (October 2021)	HM	630.09
11/01/2021	GCT1121P	Pennsylvania On Display	PA Distribution (Nov 2021)	HM	336.00
11/01/2021	INV10-013102	CTM Media Group Inc.	Ohio Distribution (Nov 2021)	HM	250.00
11/09/2021		Grace Zablosky	Visitor Guide Article: Mail Pouch Barn	HM	200.00
11/09/2021		Lachlan Loudon	Visitor Guide Article: Coal Mine History	HM	200.00

**Total**

**\$14,470.93**

**Legend**

HM  
FR

Hotel/Motel Tax Account  
TPA Fundraising Bank Account