

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, October 13, 2021

Present

Dan Bazzoli, Kevin Paul, Deneen Rhodes, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall and Emma Herrle. Guest: Bret Moore.

Absent

Don Chappel, Derek Garcia, Ben McMillen, Nicole Mitchell, Justin McWilliams, Christy Orndorff, Adam Stokes, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:30 p.m.
2. Deneen Rhodes made the motion and Kevin Paul seconded to approve the September 8, 2021 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Kevin Paul reported as of September 30, 2021, the Hotel/Motel Tax Account ending balance is \$119,150.12; the TPA Fundraising Account ending balance is \$34,440.12; and the TPA MMA Savings Account ending balance is \$11,007.56.

ACCOUNTS PAYABLE

1. Blair Zimmerman made the motion and Kevin Paul seconded to approve the October 13, 2021 Disbursement Request (Attachment 1) totaling \$8,188.01. Vote was unanimous.

DIRECTOR REPORT

1. Emma Herrle, a senior at Waynesburg University, began her internship with us this past month. Her skill level in photography and videography has been a great asset along with her writing skills. She is currently working on the weekly blogs for the eblasts and a video promotion project of paranormal sites in Greene County.
2. The Commissioners asked and JoAnne accepted to be the America250PA County Advisory Committee representative for Greene County. The current role is to communicate between local and the state of activities and planning leading up to the 250th Celebration in 2026. Eventually, the role will include planning or begin a part of a celebration in Greene County.
3. There has been an increase interest in merchandise sales and donation requests.
4. The PA Tourism Summit is October 19 to 21 in Harrisburg. JoAnne will be in attendance.

COMMITTEE REPORTS

Advertising (*Ben McMillen & Christy Orndorff*)

1. The Greene County Commissioners approved a 3-year purchase of Bandwango through the American Rescue Plan funding. The online program will allow us to create 4 to 5 passport trails per year such as covered bridge trails, recreation trails, and restaurant trails.
2. Digital promotions continue to remain steady with thousands of visits to the website and a large reach through social media channels.
3. Ad copy for VisitPA and VisitPittsburgh was submitted for the 2022 publications. Radio ads will continue through the end of October with Emma taking over the script writing.

4. Kevin Paul made the motion and Deneen Rhodes seconded of approve freelancing opportunities for Waynesburg University students at \$10 per hour for projects, \$100 for a website blog, and \$200 for feature story pieces. Students will need to submit samples for consideration of projects and will be supervised. Vote was unanimous.

Finance (*Don Chappel*)

Nothing to report at this time.

Fundraising (*Sandy Wilson & Shelley Younken*)

1. #ShopGreene21 is continuing forward with a launch date of October 30 running through December 24. Marketing materials will include a reusable shopping bag and a coupon book of all participating locations. A committee meeting will be held following the board meeting.

Hotel/Motel Tax (*JoAnne Marshall*)

1. Hotel occupancy for August 2021 was 53.2%, average daily room rate was \$83.27, the revenue per available room was \$44.29, and the number of rooms sold were 6,265.

Partnership (*Deneen Rhodes & Shelley Younken*)

1. The annual partnership meeting went well along with the hospitality awards. There is interest in continuing next year with the hospitality awards.
2. Due to a current paper shortage, bids for the 2022 Visitor Guide were sent out earlier this morning to local printers. The hope is that we can place the order as soon as possible so the paper may be obtained to maintain a January 2022 distribution date. Blair Zimmerman made the motion and Deneen Rhodes seconded to proceed with the lowest bid. Vote was unanimous.

OLD BUSINESS

1. Deneen and Sandy will be assisting with the Township Supervisor Conference on Thursday, October 21 from 7 am to noon at the Greene County Fairgrounds. Any board member that is available is welcome to assist.

NEW BUSINESS

1. Kevin made the motion and Deneen Rhodes seconded to nominate Glodenna Halsted and Kevin White for Farmer Director positions and Melissa Adams and Dan Bazzoli for Public Director positions on the Greene County Conservation Board of Directors. Vote was unanimous.

PUBLIC COMMENT

Nothing to report at this time.

ADJOURNMENT

1. The meeting adjourned at 4:13 p.m. by a motion from Kevin Paul. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, November 10 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

**Greene County Tourist Promotion Agency
Disbursement Request - FY 2021 - Q4
Wednesday, October 13, 2021**

Date	Invoice #	Vendor	Memo	Account	Amount
08/31/2021	2337	County of Greene General Fund	August & September Copier & Color Copies	HM	560.59
08/31/2021	2344	County of Greene General Fund	August Payroll	HM	3,076.44
08/31/2021	AMEX-August	County of Greene General Fund	American Express (August 2021)	HM	47.23
09/13/2021	11970	New South Media, Inc.	WV Living (Fall 2021) - Full Page Ad	HM	1,700.00
09/14/2021		Lucien P. Schroyer / LPS Guitar	Annual Meeting: Music Performance and Equipment	FR	300.00
09/16/2021		MTE / Masontown Trophy & Embroidery	Hospitality Awards: Plaques	FR	218.72
09/16/2021		Waynesburg Lions Club	Annual Meeting: Venue Rental	FR	25.00
09/30/2021	21090024	WANB Radio	September Tourism Radio (WANB-13 spots)	HM	260.00
09/30/2021	21090077	WKVE Radio	September Tourism Radio (WKVE-13 spots)	HM	260.00
09/30/2021	AMEX-September	County of Greene General Fund	American Express (September 2021)	HM	222.79
09/30/2021		5 Kidz Kandy	Annual Meeting: Buffet Catering Service	FR	747.50
10/01/2021	GCT1021P	Pennsylvania On Display	PA Distribution (Oct 2021)	HM	336.00
10/01/2021	INV10-012571	CTM Media Group Inc.	Ohio Distribution (October 2021)	HM	250.00
10/05/2021		JoAnne E Marshall	Annual Meeting Supplies	FR	183.74

Total \$ 8,188.01

Legend

HM	Hotel/Motel Tax Account
FR	TPA Fundraising Bank Account