

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, September 8, 2021

Present

Dan Bazzoli, Don Chappel, Ben McMillen, Kevin Paul, Deneen Rhodes, Adam Stokes, and Sandy Wilson.
Staff: JoAnne Marshall.

Absent

Derek Garcia, Nicole Mitchell, Justin McWilliams, Christy Orndorff, Shelley Younken, and Blair Zimmerman.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:33 p.m.
2. Don Chappel made the motion and Kevin Paul seconded to approve the August 18, 2021 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported as of August 31, 2021, the Hotel/Motel Tax Account ending balance is \$126,150.21; the TPA Fundraising Account ending balance is \$40,112.75; and the TPA MMA Savings Account ending balance is \$11,007.11.

ACCOUNTS PAYABLE

1. Kevin Paul made the motion and Dan Bazzoli seconded to approve the September 8, 2021 Disbursement Request (Attachment 1) totaling \$6,343.40. Vote was unanimous.

DIRECTOR REPORT

1. Michael Schindel with Flashlight Drags contacted us to become a partner first. He had to resolve an outstanding grant report from 2018 and submit invoices for the disbursement he received. We received the documentation resolving the issue and he remitted payment for the 2021 partnership prior to this meeting.
2. There is a paper shortage currently and we should expect a rise in prices for print projects including the upcoming Visitors Guide.
3. Covid-19 cases are on the rise and there is an anticipation that travel will see a decrease over the next six months.
4. JoAnne will be meeting with the Commissioners on Thursday morning to discuss two projects for funding with the American Rescue Plan. The first project proposal is a online trail piece that will guide visitors through "trails" such as a Beer Trail or a Restaurant Month. The project has the ability to increase visitor engagement while also keeping it self-guided and digital due to Covid-19. The second project proposal is a replacement for the prior grant funded zip-code capture that will collect information from cell phones of those in targeted areas (geo-fencing) and report the information to us on a weekly basis. This would aid in reducing the number of physical contacts a person would have with Covid-19 guidance in place while gathering a more accurate number of attendees at any one given place and time. The data would be used for future marketing initiatives.

COMMITTEE REPORTS

Advertising (*Ben McMillen & Christy Orndorff*)

1. Kevin Paul made the motion and Deneen Rhodes seconded to approve the 2022 Visitor Guide ad sale prices of \$750 for inside covers and 2-page spread, \$500 for full-page, \$300 for half-page, \$150 for quarter-page, and \$100 for eighth-page. Vote was unanimous.
2. Discussion was held on acquiring message boards with literature racks. The general consensus was to continue gathering information on the possibility and execution.
3. Kevin Paul made the motion and Adams Stokes seconded to approve the Waynesburg University student-led marketing project with the Red Brick Firm targeting university students for up to \$3,000 for 2021-22 school year.

Finance (*Don Chappel*)

1. Don Chappel made the motion and Kevin Paul seconded to approve the September-December 2021 budget (Attachment 2). Vote was unanimous.

Fundraising (*Sandy Wilson & Shelley Younken*)

1. Dan Bazzoli made the motion and Kevin Paul seconded to approve the #ShopGreene21 project with budgeted expenditures of \$8,200. Vote passed with Ben McMillen abstaining.
2. #DineGreene21 ended on Labor Day and was largely successful. Several restaurants found in increase in customer traffic especially with first-time customers.

Grants (*Nicole Mitchell*)

Nothing to report at this time.

Hotel/Motel Tax (*JoAnne Marshall*)

1. Hotel occupancy for July 2021 was 55.9%, average daily room rate was \$82.03, the revenue per available room was \$45.86, and the number of rooms sold were 6,586.

Partnership (*Deneen Rhodes & Shelley Younken*)

1. Adam Stokes made the motion and Dan Bazzoli seconded to approve the Annual Partnership Meeting and Hospitality Awards on Tuesday, October 5 for \$1,545 plus catering. Vote was unanimous.

OLD BUSINESS

Nothing to report at this time.

NEW BUSINESS

Nothing to report at this time.

PUBLIC COMMENT

Nothing to report at this time.

ADJOURNMENT

1. The meeting adjourned at 4:41 p.m. by a motion from Kevin Paul and seconded by Adam Stokes. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, October 13 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2021 - Q3
Wednesday, September 8, 2021

Date	Invoice #	Vendor	Memo	Account	Amount
06/30/2021	2340	County of Greene General Fund	June Postage	HM	543.90
07/20/2021	2328	County of Greene General Fund	July Cell Phone	HM	42.33
07/31/2021	2338	County of Greene General Fund	July Windstream	HM	15.38
07/31/2021	2341	County of Greene General Fund	July Postage	HM	755.68
08/01/2021	2339	County of Greene General Fund	August Windstream	HM	15.28
08/20/2021	207295	Where & When	Half Page Ad (Fall 2021)	HM	990.00
08/25/2021		Greater Moundsville CVB	2022 Visitor Guide - Full Page Ad	HM	1,500.00
08/31/2021	2342	County of Greene General Fund	August Cell Phone	HM	42.33
08/31/2021	49096	Direct Results	GreeneScene 1/4-page Ad (September 2021)	HM	395.00
08/31/2021		WANB Radio	August Tourism Radio (WANB-13 spots)	HM	260.00
08/31/2021		WKVE Radio	August Tourism Radio (WKVE-13 spots)	HM	260.00
09/01/2021	54523	Miles Media Group, LLLP	2021-22 VisitPA - Native Ads	HM	937.50
09/01/2021	GCT0921P	Pennsylvania On Display	PA Distribution (Sept 2021)	HM	336.00
09/01/2021	INV10-011957	CTM Media Group Inc.	Ohio Distribution (Sept 2021)	HM	250.00

Total **\$ 6,343.40**

Compiled by: _____ **Date:** _____

Payment Authorized by: _____ **Date:** _____

Payment Authorized by: _____ **Date:** _____

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account

2021 Budget vs Actual

Revenue			Jan-April 2021 Budget	May-August 2021 Budget	Sept-Dec 2021 Budget	2021 Actual To-Date	2021 Budget
Account Number	Account Name						
43110	Hotel/Motel Tax		\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 72,156.74	\$ 120,000.00
43115	Charges for Service						
	Email Marketing		\$ -	\$ -	\$ -	\$ 1,100.00	\$ -
	Co-op Advertising Sales (Wedding)		\$ 2,000.00	\$ -	\$ -	\$ 1,100.00	\$ 2,000.00
	Restaurant Brochure Ad Sales		\$ -	\$ -	\$ -	\$ 550.00	\$ -
	Visitor Guide Ad Sales		\$ -	\$ -	\$ 4,000.00	\$ -	\$ 4,000.00
	Inventory Sales		\$ -	\$ -	\$ -	\$ 268.30	\$ -
	Shipping and Delivery Income		\$ -	\$ -	\$ -	\$ 17.10	\$ -
	Partnership Dues		\$ 5,000.00	\$ -	\$ -	\$ 5,875.00	\$ 5,000.00
43120	Grant Funding		\$ 2,000.00	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00
43130	Sponsorship		\$ -	\$ -	\$ -	\$ 600.00	\$ -
43205	Interest Income		\$ 50.00	\$ 40.00	\$ 40.00	\$ 79.86	\$ 130.00
43310	County Personnel Contribution		\$ 4,900.00	\$ 5,769.83	\$ 6,000.00	\$ 7,909.80	\$ 16,669.83
TOTAL REVENUE			\$ 53,950.00	\$ 45,809.83	\$ 50,040.00	\$ 91,656.80	\$ 149,799.83
Expenses			2021 Budget	2021 Budget	2021 Budget	2021 Actual	2021 Budget
Account							
Personnel	61105	Salaries & Wages	\$ 13,900.00	\$ 14,365.17	\$ 17,500.00	\$ 23,303.50	\$ 45,765.17
	61205	Medical Coverage	\$ 4,200.00	\$ 2,667.44	\$ 2,700.00	\$ 6,284.65	\$ 9,567.44
	61210	Workers Comp.	\$ 25.00	\$ 24.00	\$ 40.00	\$ 39.13	\$ 89.00
	61215	Unemployment Comp.	\$ 135.00	\$ 380.00	\$ 125.00	\$ 276.59	\$ 640.00
	61221	Social Security Tax	\$ 900.00	\$ 800.00	\$ 1,000.00	\$ 1,368.94	\$ 2,700.00
	61222	Medicare Tax	\$ 350.00	\$ 200.00	\$ 270.00	\$ 320.16	\$ 820.00
	61225	Life Insurance	\$ 28.00	\$ 28.00	\$ 28.00	\$ 46.20	\$ 84.00
	61230	Retirement	\$ -	\$ -	\$ 5,500.00	\$ -	\$ 5,500.00
TOTAL PERSONNEL			\$ 19,538.00	\$ 18,464.61	\$ 27,163.00	\$ 31,639.17	\$ 65,165.61
Services	62205	Local Service	\$ 300.00	\$ 300.00	\$ 300.00	\$ 457.29	\$ 900.00
	62305	Postage/Shipping	\$ 2,000.00	\$ 4,000.00	\$ 2,700.00	\$ 3,137.56	\$ 8,700.00
	62310	Advertising					
		Print	\$ 5,650.00	\$ 3,000.00	\$ 3,200.00	\$ 9,050.00	\$ 11,850.00
		Digital	\$ 7,296.08	\$ 6,000.00	\$ 5,500.00	\$ 9,466.09	\$ 18,796.08
		TV/Radio	\$ -	\$ 3,000.00	\$ 1,040.00	\$ 1,200.00	\$ 4,040.00
		Promotional Challenges	\$ -	\$ 2,000.00	\$ 8,000.00	\$ 3,042.00	\$ 10,000.00
		Vendor/Display Fees	\$ -	\$ -	\$ -	\$ 50.00	\$ -
		Visitor Guide	\$ -	\$ -	\$ 18,000.00	\$ -	\$ 18,000.00
		Distribution Program	\$ 2,344.00	\$ 2,344.00	\$ 2,344.00	\$ 4,688.00	\$ 7,032.00
Total Advertising			\$ 15,290.08	\$ 16,344.00	\$ 38,084.00	\$ 27,496.09	\$ 69,718.08
	62405	Travel Expenses/Mileage	\$ -	\$ 500.00	\$ 500.00	\$ -	\$ 1,000.00
	62605	Dues & Subscriptions	\$ 2,500.00	\$ 900.00	\$ -	\$ 3,373.91	\$ 3,400.00
	62610	Printing & Reproduction	\$ 1,000.00	\$ 2,500.00	\$ 1,000.00	\$ 1,746.24	\$ 4,500.00
	62615	Employee Development/Conference Costs	\$ -	\$ -	\$ 1,300.00	\$ -	\$ 1,300.00
	62735	Other Professional Services	\$ 100.00	\$ 640.00	\$ 500.00	\$ 691.77	\$ 1,240.00
	62740	Partnership Meetings	\$ -	\$ -	\$ 3,500.00	\$ -	\$ 3,500.00
TOTAL SERVICES			\$ 21,190.08	\$ 25,184.00	\$ 47,884.00	\$ 36,902.86	\$ 94,258.08
Materials & Supplies	63105	Supplies	\$ -	\$ -	\$ -	\$ 15.36	\$ -
	63110	Merchandise - New Inventory	\$ -	\$ -	\$ -	\$ -	\$ -
		Capital Outlay	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL MATERIALS & SUPPLIES			\$ -	\$ -	\$ -	\$ -	\$ -
Grant Projects	64105	Grant Projects					
		Community Foundation	\$ 4,000.00	\$ -	\$ 2,000.00	\$ 750.00	\$ 6,000.00
TOTAL GRANT PROJECTS			\$ 4,000.00	\$ -	\$ 2,000.00	\$ 750.00	\$ 6,000.00
Grants & Sponsorships	65110	Tourism Grants					
		Advertising & Promotion Grants	\$ -	\$ -	\$ -	\$ -	\$ -
		Capital Grant Projects	\$ -	\$ -	\$ -	\$ -	\$ -
		Sponsorships	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL GRANTS & SPONSORSHIPS			\$ -	\$ -	\$ -	\$ -	\$ -
Indirect	65115	Indirect Administration	\$ 800.00	\$ 800.00	\$ 1,200.00	\$ 278.67	\$ 2,800.00
TOTAL INDIRECT EXPENSES			\$ 800.00	\$ 800.00	\$ 1,200.00	\$ 278.67	\$ 2,800.00
Miscellaneous	62810	Miscellaneous Service Expenses	\$ -	\$ -	\$ -	\$ -	\$ -

2021 Budget vs Actual

	PA Sales Tax	\$ -	\$ -	\$ -	\$ 0.56	\$ -
	Square (Credit Card) Fees	\$ -	\$ -	\$ -	\$ 29.04	\$ -
	TOTAL MISC. SERVICE EXPENSES	\$ -	\$ -	\$ -	\$ 29.60	\$ -
	TOTAL EXPENDITURES	\$ 45,528.08	\$ 44,448.61	\$ 78,247.00	\$ 69,600.30	\$ 168,223.69
		\$ 8,421.92	\$ 1,361.22	\$ (28,207.00)	\$ 22,056.50	\$ (18,423.86)