

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, August 17, 2022

Present

Dan Bazzoli, Don Chappel, Casey Durdines, Courtney Hursey, Ben McMillen, Kevin Paul, Deneen Rhodes, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Jared Bennett, Derek Garcia, Liz Menhart, Christy Orndorff, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Ben McMillen called the meeting to order at 3:31 p.m.
2. Don Chappel made the motion and Courtney Hursey seconded to approve the July 13, 2022 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balances as of July 29, 2022 were: Hotel/Motel Tax account at \$210,017.94; TPA Fundraising at \$30,981.04; and TPA Money Marketing Savings Account at \$11,012.12.

ACCOUNTS PAYABLE

1. Deneen Rhodes made the motion and Casey Durdines seconded to approve the August 17, 2022 Disbursement Request (Attachment 1) totaling \$16,476.87. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall reported that summer interns are completing their internship this month. Jesse Cain finished up August 5th, but will remain on payroll in case his school schedule permits him to record the Tourism Minutes at WANB Radio. Abigail Phillips finishes up on Friday, August 19th.
2. Tourism has been invited to record on Sandy Fenton's "Let's Visit PA" one-hour podcast available on iHeart Radio that will be released on a Saturday in October.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Casey Durdines made the motion and Don Chappel seconded to approve setting up at the Greene County Association of Townships Officials conference on October 20 for \$50. Vote was unanimous.
2. Don Chappel made the motion and Courtney Hursey seconded to approve purchasing a quarter page ad in the Greene County Association of Township Officials program for \$100. Vote was unanimous.
3. The board is declining to participate in Bench Craft Company's Tee Sign proposal for Carmichaels Golf Club.
4. JoAnne Marshall reported that website traffic has averaged over 350 unique visitors per day and social media has continued to be strong with over 12,000 engagements over the past month.

Fundraising

1. JoAnne Marshall shared that the digital pass for Waynesburg University students is set to launch towards the end of the month. It is geared towards students checking into retail and restaurant locations within walking distance of the University. Prizes are awarded at checking in to 2, 5, 10 and all locations.

Hotel/Motel Tax

1. Hotel occupancy for June 2022 was 62.2%, average daily room rate was \$87.52, the revenue per available room was \$54.42, and the number of rooms sold were 7,088.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. Nothing to report at this time.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Nothing to report at this time.

PUBLIC COMMENT

1. No public comment was made.

ADJOURNMENT

1. The meeting adjourned at 4:00 p.m. by a motion from Courtney Hursey and seconded by Casey Durdines. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, September 14 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Disbursement Request - FY 2022 - Q3

Wednesday, August 17, 2022

Date	Invoice #	Vendor	Memo	Account	Amount
06/28/2022		Greene County Chamber of Commerce	2022-23 Member Directory - Full Page Ad	FR	250.00
06/30/2022	2410	County of Greene General Fund	June Payroll	HM	5,633.88
06/30/2022	2411	County of Greene General Fund	June HRA	HM	3.00
06/30/2022	2412	County of Greene General Fund	June Windstream	HM	16.08
06/30/2022	2413	County of Greene General Fund	June Postage	HM	762.19
07/01/2022		King Coal Association	2022 King Coal Program Book - Full Page Ad	FR	150.00
07/06/2022	3	Paige Livingston	Hungarian Smokehouse Video	FR	300.00
07/06/2022	4	Paige Livingston	Thistlethwaite Vineyard Video	FR	300.00
07/06/2022		APA Media LLC	Travel, Taste + Tour! (Fall 2022 Issue)	HM	3,950.00
07/08/2022	INV-000037	Sparks Productions	15-Second Digital Ad	FR	1,250.00
07/25/2022		Laick Design-V	Online Submission Forms	HM	100.00
07/31/2022	22070012	WANB Radio	July Tourism Radio (WANB-13 spots)	HM	260.00
07/31/2022	22070081	WKVE Radio	July Tourism Radio (WKVE-16 spots)	HM	320.00
07/31/2022	AMEX-July	County of Greene General Fund	American Express (July 2022)	HM	621.13
08/01/2022	GCTPA0822P	Pennsylvania On Display	PA Distribution (August 2022)	HM	336.00
08/01/2022	INV10-018923	CTM Media Group Inc.	Ohio Distribution (August 2022)	HM	324.59
08/08/2022	2	Steve Barrett	Stories: Greene Co Fair, Coal Show & Aviation Days	FR	300.00
08/12/2022	12850	New South Media, Inc.	Morgantown (Fall 2022) - Full Page Ad	HM	750.00
08/15/2022	68473	Miles Partnership LLLP	VisitPA E-Newsletter Ad (August 2022)	HM	850.00

Total **\$16,476.87**

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account