

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, September 14, 2022

Present

Dan Bazzoli, Casey Durdines, Courtney Hursey, Liz Menhart, Ben McMillen, Deneen Rhodes, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Jared Bennett, Don Chappel, Derek Garcia, Christy Orndorff, Kevin Paul, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Ben McMillen called the meeting to order at 3:35 p.m.
2. Blair Zimmerman made the motion and Deneen Rhodes seconded to approve the August 17, 2022 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balances as of August 31, 2022 were: Hotel/Motel Tax account at \$212,356.61; TPA Fundraising at \$28,831.04; and TPA Money Marketing Savings Account at \$11,012.62.

ACCOUNTS PAYABLE

1. Deneen Rhodes made the motion and Casey Durdines seconded to approve the September 14, 2022 Disbursement Request (Attachment 1) totaling \$15,405.39. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall reported that the office will be closed October 6 to October 16 for vacation and the Tribute to Heroes event.
2. The Conservation District is requesting one or more nominations for the vacancies on their Board of Directors. Names for Farmers Director and Public Director should be submitted no later than November 1, 2022.
3. America250PA is holding a fall reception on Thursday, October 13 at the University of Pittsburgh. Sponsorships are \$1,500 and tickets are \$75. America250PA is also holding a Direct Effect Innovation Challenge (DEIC) among Pennsylvania universities. Registration for the competition should be completed by the end of the month.

COMMITTEE REPORTS

Finance

1. Blair Zimmerman made the motion for JoAnne Marshall and Elizabeth Witte Menhart to close the Community Bank Money Market and transfer the funds into the Fundraising account. Casey Durdines seconded the motion. Vote was unanimous.

Advertising

1. Courtney Hursey made the motion and Dan Bazzoli seconded to purchase a full-page ad in the Dominion Post's Buckwheat Festival edition for \$895. Vote was unanimous.
2. The brochure distribution at Interstate Rest Area #27 (Lawrence County I-79 SB) will be closed for renovations. Our contract with Pennsylvania On Display will be temporarily moving our distribution to Interstate Rest Area #29 (Venango County I-80 WB) until renovations are complete.
3. A podcast paid for by the state tourism office called "Let's Visit PA with Sandy Fenton" is interviewing all tourism directors across the state. Greene County's podcast airs on iHeart Radio on Saturday, September 17.
4. JoAnne Marshall reported that website traffic reached 11,872 unique users for the month of August with Facebook reaching 104,142 users and Instagram reaching 7,684 users.

Fundraising

1. Courtney Hursey, Deneen Rhodes and Shelley Younken are coordinating efforts for the annual Partnership Meeting at 5:30pm on Thursday, November 3 at Thistlethwaite Vineyards. A copy of last year's Hospitality Awards were shared and discussion was held about minimal changes to the program.

Hotel/Motel Tax

1. Hotel occupancy for July 2022 was 54.5%, average daily room rate was \$88.22, the revenue per available room was \$48.09, and the number of rooms sold were 6,421.

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 4:09 p.m. by a motion from Blair Zimmerman and seconded by Casey Durdines. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, October 19 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Disbursement Request - FY 2022 - Q3

Wednesday, September 14, 2022

| Date | Invoice # | Vendor | Memo | Account | Amount |
|------------|------------------|--|---|---------|----------|
| 07/31/2022 | 2414 | County of Greene General Fund | July Payroll | HM | 7,945.50 |
| 07/31/2022 | 2415 | County of Greene General Fund | July HRA | HM | 641.75 |
| 07/31/2022 | 2418 | County of Greene General Fund | July Cell Phone | HM | 42.28 |
| 08/19/2022 | 245688 | Where & When | Where & When (Fall 2022): Half Page Ad | HM | 1,215.00 |
| 08/31/2022 | 2418 | County of Greene General Fund | August Cell Phone | HM | 42.28 |
| 08/31/2022 | 22080010 | WANB Radio | August Tourism Radio (WANB-14 spots) | HM | 280.00 |
| 08/31/2022 | 22080076 | WKVE Radio | August Tourism Radio (WKVE-18 spots) | HM | 360.00 |
| 08/31/2022 | AMEX- August | County of Greene General Fund | American Express (August 2022) | HM | 898.49 |
| 09/01/2022 | 2256 | Embroid'em | Walking Waynesburg T- Shirts | FR | 1,182.00 |
| 09/01/2022 | 69113 | Miles Media Group, LLLP | Native Ads (9/1/22- 8/31/23) | HM | 937.50 |
| 09/01/2022 | GCTPA0922P | Pennsylvania On Display | PA Distribution (Sept 2022) | HM | 336.00 |
| 09/01/2022 | INV10- 019936 | CTM Media Group Inc. | Ohio Distribution (Sept 2022) | HM | 324.59 |
| 09/01/2022 | | Steve Barrett | Stories: Covered Bridge Festival & Lippencott Alpacas | HM | 200.00 |
| 09/01/2022 | | Greene Co. Assoc. of Township Officials | Greene Co Twp Conference - Vendor & 1/4 Page Ad | HM | 150.00 |
| 09/15/2022 | 69683 | Miles Media Group, LLLP | VisitPA E-Newsletter Ad (September 2022) | HM | 850.00 |

Total

\$15,405.39

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account