

**Greene County Tourist Promotion Agency**

**Board Meeting Minutes**

**Wednesday, August 14, 2019**

**Present:** Ann Bargerstock, Ben McMillen, Justin McWilliams, Nicole Mitchell, Lauren Stauffer, and Blair Zimmerman. Staff: JoAnne Marshall.

**Absent:** Courtney Hursey, Deneen Rhodes, Adam Stokes, Lorinda Trovato, Shelley Younken, and Sandy Wilson.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. The meeting was called to order at 3:35 p.m. in the 2<sup>nd</sup> floor conference room of the County Building.
2. Blair made a motion and Nicole seconded to approve the July 10, 2019 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE:**

1. As of July 31, the Hotel/Motel 3% Tax bank account ending balance is \$134,853.70; the TPA Fundraising Account ending balance is \$41,654.15; and the TPA MMA Savings Account ending balance is \$10,982.06.

**ACCOUNTS PAYABLE:**

1. Nicole made a motion to approve the August Disbursement Request sheet (attached) and Lauren seconded. Vote was unanimous.

**DIRECTOR MONTHLY REPORT:**

*None*

**COMMITTEE REPORTS:**

***Advertising & Promotion:***

JoAnne completed the requirements to become a Trusted Verifier for Google. The Tourism Office will begin to ensure that all Tourism partners, that are applicable, have verified listings on Google.

Lauren made the motion and Nicole seconded to approve Memories & Melodies' proposal of \$175 per business 360-degree and overall still-photography package. The package will be available for the first 30 tourism partners that express interest in 2019 to help add visual content to their Google business listings for a total of \$5,250. The program will be re-evaluated for 2020 to include all tourism partners. The vote was unanimous with Ben abstaining from the vote.

Lauren made the motion and Blair seconded to approve the Horizon Travel & Lifestyle package of a half-page ad in the September issue of Travel America distributed in Toronto, Canada for \$3,900. The package also includes, at no additional cost, a half-page editorial in the issue, digital display during September on the Gateway Newsstand screens in Toronto, digital display during September on the PATH screens, and a digital billboard running September 9-15 in Yonge & Dundas in Toronto. Vote was unanimous.

Lauren made the motion and Ben seconded to accept Greene County Historical Society's proposal of "Greene County Driving Tours" in exchange for advertising space on Greene County Tourism's ad in the 2020 Happy Traveler. The proposal consists of tentative ideas for various driving routes across Greene County such as a Native American route, Civil War route, Churches & Cemeteries route, Industrial route, and Historic Buildings route. Vote was unanimous.

***Bylaws:*** *Nothing at this time.*

***Finance:*** *Nothing at this time.*

***Fundraising:*** Tickets have been purchased for the Greene County VIP Mystery Tour. Catering for the tour's dinner will be Back Bay Catering.

## Greene County Tourist Promotion Agency

**Grants:** Justin made the motion and Lauren seconded to approve the final disbursements for advertising and promotions grants of \$200 to Waynesburg Music Development for the Cruisin' For Music and \$875 for Waynesburg Prosperous & Beautiful for the Sheep & Fiber Festival. Vote was unanimous.

**Hotel/Motel Tax:** Hotel occupancy for June 2019 was 75.9% with an average daily room rate of \$82.86 and revenue per available room at \$62.87.

**Long-Range/Strategic Planning:** *Nothing at this time.*

**Partnership:** *Nothing at this time.*

### **OLD BUSINESS:**

1. The Greene County Historical Society Museum hosted the Visit Upper Ohio Valley regional tourism committee on Thursday, July 25 at 11 a.m. Blair and Courtney attended the meeting and Blair commented that the meeting was great. Many that traveled to Greene County for the meeting were unaware of how extensive the museum was and expressed enthusiasm for returning. Moundsville is also interested in partnering directly with Greene County to reach a larger audience.
2. The window vinyl design for our office window was installed by Direct Results on Tuesday, August 13.
3. The Covered Bridge replica is completed and appeared at the Jacktown Fair, Rain Day Festival and Greene County Fair. It will also travel to the White Covered Bridge Festival to be on display between the Museum and Tourism booths. The replica takes a minimum of 3 people and a truck to relocate from the Museum. If any events are interested in displaying the replica, we would need assistance with the transportation.

**NEW BUSINESS:**

1. Ryerson Station State Park is holding a groundbreaking ceremony for the new swimming pool complex at 11 a.m. on Thursday, August 29 followed by a task force meeting. Any board members interested in attending should let JoAnne know by August 19 so we can RSVP to the park.
2. Justin made the motion and Nicole seconded to continue Tanner McKnight's employment with the Tourism Office. The position would average 5 hours per week to create the weekly and monthly e-mails, and continue the development and execution of a new social media plan geared towards general attractions of Greene County. Tanner will also be utilized, as available, at events. Vote was unanimous.
3. The Washington & Greene Counties' Covered Bridge Festival was nominated in the Observer-Reporter's Best of the Best competition. Voting begins September 5 and runs through September 17.

**PUBLIC COMMENT:**

*None*

**ADJOURNMENT:**

1. The meeting adjourned at 4:31 p.m. by a motion from Lauren and seconded by Nicole. The next meeting will be Wednesday, September 11 at 3:30 p.m. in the 2<sup>nd</sup> Floor Conference Room of the County Building.

*Minutes submitted by JoAnne Marshall.*

Greene County Tourist Promotion Agency

Revised  
3:08 PM  
8/14/2019

Greene County Tourist Promotion Agency  
Disbursement Request - FY 2019 - Q3  
August 14, 2019

Date	Invoice #	Vendor	Memo	H/M	FR	MM	Amount
05/15/2019	Klink Bkgd Check	County of Greene General Fund	Klink Background Check - Tanner Mcknight	X			12.50
05/20/2019	MS Office	County of Greene General Fund	Microsoft Office	X			222.25
06/30/2019	404467	Wayne Lumber	Supplies for Covered Bridge Replica		X		345.81
07/08/2019	329282	County of Greene General Fund	Ford Business Machines - Color Copies	X			280.00
07/10/2019	Sales Tax	County of Greene General Fund	2nd Quarter Sales Tax		X		2.55
07/17/2019	2265	Greene County Chamber of Commerce	Network lunch - July 2019 (1 guest)	X			15.00
07/19/2019	2153	County of Greene General Fund	July Payroll	X			4,384.20
07/23/2019	2150	County of Greene General Fund	July Windstream	X			18.03
07/25/2019	0004028-01	4 Seasons Rentals	Upper Ohio Valley Regional Meeting - Table Linens	X			60.00
07/25/2019	204	5 Kids Kandy	Visit Upper Ohio Valley Regional Meeting Lunch		X		370.00
06/30/2019	19060022	WANB Radio	June Tourism Minute (12 spots)		X		240.00
07/30/2019	2288	Greene County Chamber of Commerce	Women In Business Breakfast (1 Guest)	X			20.00
07/31/2019	070487	Observer Publishing Company	South Hills Living (July/August) Half-Page Ad	X			904.50
07/31/2019	19070016	WANB Radio	July Tourism Minute (14 spots)	X			280.00
07/31/2019	27595	Pittsburgh Post-Gazette	2019 Digital Campaign (July)	X			500.00
08/01/2019	015-183278	CTM Media Group Inc.	Ohio Amish Country Distribution (August)	X			482.50
08/01/2019	2151	County of Greene General Fund	August Aways	X			14.78
08/01/2019	2152	County of Greene General Fund	August Copier	X			337.49
08/01/2019	GCTPA0819P	Pennsylvania On Display	PA Brochure Distribution (August)	X			336.00
08/03/2019	201900446	Horizon	September TA Issue - Half Page Ad and Editorial	X			3,900.00
08/06/2019	2154	County of Greene General Fund	July Postage	X			176.31
08/08/2019	2155	County of Greene General Fund	July Verizon Cell Phone Bill	X			112.11
08/11/2019	Facebook	Johanne E Marshall	Facebook Advertising (7/10/19-8/11/19)	X			71.00

TOTAL REQUESTED THIS REPORT \$ 13,085.03

Compiled by:  
Payment Authorized by:  
Payment Authorized by:

*Johanne E Marshall*  
*Johanne E Marshall*  
*Johanne E Marshall*

Date: 8/14/19  
Date: 8/14/19  
Date: 8/14/19

H/M= Hotel/Motel Tax Account  
FR= TPA Fundraising Account  
MM= TPA Money Market Account

COPY