

**Greene County Tourist Promotion Agency**

**Board Meeting Minutes**

**Wednesday, October 9, 2019**

**Present:** Courtney Hursey, Ben McMillen, Justin McWilliams, Nicole Mitchell, Lauren Stauffer, Sandy Wilson, Shelley Younken, and Blair Zimmerman. Staff: JoAnne Marshall.

**Absent:** Ann Bargerstock, Deneen Rhodes, Adam Stokes, and Lorinda Trovato.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. The meeting was called to order at 3:30 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 September 11, 2019 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE:**

1. As of September 30, the Hotel/Motel 3% Tax bank account ending balance is \$137,154.54; the TPA Fundraising Account ending balance is \$39,981.86; and the TPA MMA Savings Account ending balance is \$10,984.81.

**ACCOUNTS PAYABLE:**

1. Blair made a motion to approve the October Disbursement Request sheet (attached) and Justin seconded. Vote passed with Ben abstaining.

**DIRECTOR MONTHLY REPORT:**

1. JoAnne reported that 95% of the 2019 zip code capture report through August has been submitted. To date, we have captured 19 events covering 48 days resulting in 8,651 observations. Fifty-three percent of the observations were visitors to Greene County representing 13 countries, 43 states, and 56 Pennsylvania counties. This is an increase in geographical locations from the previous two years.
2. Lippencott Alpacas and Greene County Industrial Development Inc. have committed to participating on the co-op advertisement in the 2020 VisitPITTSBURGH Official Visitors Guide.
3. The intern computer is up for replacement this year and was unaccounted for on the 2019 budget. The computer is outdated and does need to be replaced to handle

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the software necessary for upcoming projects. The secretary and director's computers are up for replacement in 2020 and will be included in the budget process.

### COMMITTEE REPORTS:

#### **Advertising & Promotion:**

The Google Photo Program completed the first location with the Greene County Historical Society and the photos have been uploaded to their Google My Business listing along with updated information. Additional shoots are scheduled for Lippencott Alpacas, Thistlethwaite Vineyards, Cox Farm Bridge and EQT Rec Center. Further communication to our partners will encourage more engagement before the winter season.

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

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

**Fundraising:** *Nothing at this time.*

**Grants:** Blair made the motion and Courtney seconded to approve the final disbursements for advertising and promotions grants of: \$500 to S.O.A.R. of Greene County for Aviation Days; \$125 to Victory 5K for the Victory 5K Run/Walk; \$250 to Washington Health System for the Sporting Clay Shoot; \$500 to King Coal Association for the King Coal Show pending report completion; and \$500 to Jacktown Fair Board for the Jacktown Fair pending report completion. Vote was unanimous.

The grant committee presented the guidelines for the 2020 Grant Program. Ben made the motion and Sandy seconded to approve the 2020 Grant Program pending the Controller's review. Vote was unanimous.

**Hotel/Motel Tax:** Hotel occupancy for August 2019 was 70.7% with an average daily room rate of \$85.06 and revenue per available room at \$60.15.

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

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

**OLD BUSINESS:**

1. Progress for the Greene River Trail signage project has been slow with not much additional time for research on the coal mines and places of historical importance. Research has been gathered from Linda & Brice Rush, Flenniken Public Library, Cornerstone Genealogical Society, and Danielle Nyland, but more information is still needed. The Greene County Historical Society can assist with some of the research using their staff and researchers on hand. This will allow us to have the signs installed by the grant deadline of March 31, 2020.

**NEW BUSINESS:**

1. Email correspondence was sent out to all current agritourism partners asking for them to consider being nominated to the Conservation Board of Directors. Correspondence was also sent to all board members to consider nominating someone to the Conservation Board. Justin made the motion and Courtney seconded to send nominations to the County of Greene for the Conservation Board of Directors. The nominations, pending acceptance by the nominee, will include Mike Younken, Ami Cree, and our agritourism partners. Vote was unanimous.
2. The next Tourism Quarterly Meeting will be held from 5 to 7 p.m. on Wednesday, November 6 at the I-79 Welcome Center. In addition to showcasing a wonderful asset to reaching visitors, the agenda will also include the release of the 2020 Grant Program, an introduction to the program, and a chance to ask questions. Anyone interested in applying for a grant is highly encouraged to attend the meeting.

**PUBLIC COMMENT:**

*None*

**ADJOURNMENT:**

1. The meeting adjourned at 4:35 p.m. by a motion from Sandy and seconded by Deneen. The next meeting will be Wednesday, November 13 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  
2:10 PM  
10/9/2019

Greene County Tourist Promotion Agency  
Disbursement Request - FY 2019 - Q4  
October 9, 2019

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
09/03/2019		ITI Digital	Website Event Calendar - Annual Licensing Fee (Oct. '19 - Sept. '20)	X			\$ 3,500.00
09/12/2019	074796	County of Greene General Fund	Travel Expenses - Marshall (174 miles)	X			\$ 100.52
09/12/2019	074815	County of Greene General Fund	Travel Expenses - McKnight (258.7 miles)	X			\$ 150.05
09/16/2019	074828	County of Greene General Fund	Travel Expenses - D. Adams (172 miles)	X			\$ 99.76
09/16/2019	2163	County of Greene General Fund	September Windstream	X			\$ 18.03
09/17/2019		Shelly Brown	Recording of Tourism Radio Minutes (July-Oct. '19)	X			\$ 300.00
09/25/2019	2019-8288	New South Media, Inc.	WV Living (Fall '19) - Full Page Ad	X			\$ 1,700.00
09/25/2019	2167	County of Greene General Fund	2nd Quarter Administration	X			\$ 973.45
09/25/2019	57146563	JoAnne E Marshall	GovConnections - Office license	X			\$ 235.91
09/27/2019	2168	County of Greene General Fund	September Payroll	X			\$ 4,100.40
09/30/2019	090334	Observer Publishing Company	South Hills Living (Sept/Oct '19) - Half Page Ad	X			\$ 904.50
09/30/2019	32102	Pittsburgh Post-Gazette	2019 Digital Campaign (Sept. 2019)	X			\$ 500.00
09/30/2019		WAMB Radio	September Tourism Minute (13 Spots)	X			\$ 260.00
10/01/2019	2165	County of Greene General Fund	October Avara	X			\$ 14.78
10/01/2019	2166	County of Greene General Fund	October Copier	X			\$ 337.49
10/01/2019	GCTPA1019P	Pennsylvania On Display	PA Brochure Distribution (Oct. 2019)	X			\$ 336.00
10/01/2019	2169	CTM Media Group Inc	Ohio Amish Country Distribution (Oct. 2019)	X			\$ 482.50
10/07/2019	2170	County of Greene General Fund	September Postage	X			\$ 121.34
10/07/2019		JoAnne E Marshall	September Verizon Call Phone	X			\$ 55.04
10/09/2019	2171	County of Greene General Fund	Facebook Advertising (9/9/19-10/7/19)	X			\$ 65.00
10/09/2019		Greene County Chamber of Commerce	3rd Quarter Sales Tax	X			\$ 14.90
10/09/2019		Memories & Melodies	Chamber Banquet - 1 Guest	X			\$ 40.00
10/09/2019			Google Photo Packages (5 Locations)	X			\$ 875.00

TOTAL REQUESTED THIS REPORT \$ 15,585.07

Compiled by: *Sharon Shufles*  
 Payment Authorized by: *Sharon Shufles*  
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Legend  
 HM= Hotel/Motel Tax Account  
 FR= TPA Fundraising Account  
 MM= TPA Money Market Account

Date: 9/10/19  
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