

Greene County Tourist Promotion Agency

Board Meeting Minutes

Wednesday, September 11, 2019

Present: Ann Bargerstock, Courtney Hursey, Ben McMillen, Deneen Rhodes, and Sandy Wilson.
Staff: JoAnne Marshall.

Absent: Justin McWilliams, Nicole Mitchell, Lauren Stauffer, Adam Stokes, Lorinda Trovato, Shelley Younken, and Blair Zimmerman.

Quorum Present? Yes

CALL TO ORDER:

1. The meeting was called to order at 3:34 p.m. in the 2nd floor conference room of the County Building.
2. Deneen made a motion and Courtney seconded to approve the August 14, 2019 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of August 30, the Hotel/Motel 3% Tax bank account ending balance is \$142,830.10; the TPA Fundraising Account ending balance is \$41,188.34; and the TPA MMA Savings Account ending balance is \$10,983.41.

ACCOUNTS PAYABLE:

1. Courtney made a motion to approve the September Disbursement Request sheet (attached) and Deneen seconded. Vote was unanimous.

DIRECTOR MONTHLY REPORT:

1. Nicole and JoAnne attended the Ryerson Station State Park swimming pool complex groundbreaking and taskforce meeting on August 29. Updates on the campground construction project and the future construction plans were presented to the group from DCNR.
2. Tanner's internship continuation through the school year was approved by the Commissioners. The Waynesburg University's Red Brick Firm is also renewing Tourism as a client. And the Waynesburg University Yellow Jacket has been in touch for interviews on recent county-wide events.

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3. The Masonic Lodge approached the Commissioners, State Rep. and State Senator about a Welcome to Waynesburg sign at the Greene County Fairgrounds. Tourism will help lead the project after PennDOT confirms the possibility of a project.
4. The statewide Destination Marketing Organization's monthly phone call meeting is set for Thursday, September 12 at 10 a.m.

COMMITTEE REPORTS:

Advertising & Promotion:

Sandy made the motion and Courtney seconded to approve the renewal agreement for ITI Digital's Daily Events Calendar at \$3,900 for 1-year, and the purchase of a half-page ad in the 2020 Official Visitor Guide and a Mini Run of Site web campaign from May to October for VisitPITTSBURGH at \$5,700. The vote was unanimous.

Bylaws: *Nothing at this time.*

Finance: *Nothing at this time.*

Fundraising: Deneen and JoAnne presented that 14 tickets were sold for the VIP Mystery Tour and 4 tickets were used in giveaways in exchange for advertising. The stops included Greene County Historical Society Museum, Cox Farm Covered Bridge, Lippencott Alpacas and Thistlethwaite Vineyards. The event operated at a loss of \$524.03 due to planning on 50 attendees. All the attendees had a wonderful time and would like to attend another Mystery Tour.

After discussion, the board would like to continue planning tours in the future. Changes would be made to accommodate smaller groups in the spring and/or fall.

Grants: Deneen made the motion and Sandy seconded to approve the final disbursements for advertising and promotions grants of \$500 to Greene County Fair Board for the Greene County Fair, \$500 to Waynesburg Lions Club for Sounds of Summer, \$1,000 to Special Events Commission for Rain Day Festival, and \$250 to Greene County Chamber of Commerce for Motor Madness Benefit Car Show. Vote was unanimous.

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Hotel/Motel Tax: Hotel occupancy for July 2019 was 77.0% with an average daily room rate of \$82.26 and revenue per available room at \$63.35.

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

Partnership: EQT Rec Center joined as a partner in September 2019.

OLD BUSINESS:

1. Open discussion was held on the possibility of increasing the Local Occupancy Tax and how to utilize the increase of \$100,000 in funding. Discussions included personnel expenses and the addition of a third person on staff to accommodate digital promotion, increasing advertising and trade show campaigns, pursuing additional capital projects including directional signage, and educational opportunities for partners.

There will be a public meeting at 9 a.m. on Thursday, September 19 to review the County of Greene General Fund budget for Tourism which includes personnel expenses and indirect administration fees.

NEW BUSINESS:

1. The next meeting of the Visit Upper Ohio Regional Tourism meeting at 11 a.m. on Wednesday, September 18 at the Palace of Gold in Moundsville. Board members that would like to attend should RSVP to JoAnne.

PUBLIC COMMENT:

None

ADJOURNMENT:

1. The meeting adjourned at 4:45 p.m. by a motion from Sandy and seconded by Deneen. The next meeting will be Wednesday, October 9 at 3:30 p.m. in the 2nd Floor Conference Room of the County Building.

Minutes submitted by JoAnne Marshall.

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Revised
2:26 PM
9/11/2019

Greene County Tourist Promotion Agency
Disbursement Request - FY 2019 - Q3
September 11, 2019

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
08/09/2019	AMEX-Adobe	County of Greene General Fund	Adobe InDesign & Photoshop - Annual 1-year Renewal	X			381.34
08/16/2019	169525	Where & When	Where & When - Half Page Ad (Fall 2019 Edition)	X			1,355.00
08/16/2019		Greene Co. Assoc. of Township Officials	Greene County Township Annual Conference	X			50.00
08/19/2019		The Herald	Valley Voices Magazine - Half Page Ad (September 2019)	X			750.00
08/26/2019	2157	County of Greene General Fund	August Windstream	X			18.02
08/26/2019		Lack Design-V	Online Submission Forms (Online Forms with Database Backups)	X			100.00
08/30/2019	074657	County of Greene General Fund	Travel Expenses - D. Adams (81.80 miles)	X			47.44
08/30/2019	2161	County of Greene General Fund	August Payroll	X			6,360.92
08/30/2019	37157	Direct Results	Exterior Front Window & Front Door Vinyl	X			328.00
08/31/2019	080480	Observer Publishing Company	Corks & Keg Vendor Booth Greene Co Magazine Quarter-Page Ad	X			478.00
08/31/2019	30197	Pittsburgh Post-Gazette	2019 Digital Campaign (August)	X			500.00
08/31/2019		WANA Radio	August Tourism Minute (13 spots)	X			260.00
09/01/2019	015-183638	CTM Media Group Inc.	Ohio Amish Country Distribution [September]	X			482.50
09/01/2019	2158	County of Greene General Fund	September Aveya	X			14.78
09/01/2019	2159	County of Greene General Fund	September Copier	X			337.49
09/01/2019	GCTPA0919P	Pennsylvania On Display	PA Brochure Distribution (September)	X			336.00
09/03/2019	2160	County of Greene General Fund	August Verizon Cell Phone Bill	X			44.28
09/03/2019	2356	Greene County Chamber of Commerce-V	September Business After Hours & Network Lunch	X			30.00
09/06/2019	204	S Kidz Kandy	Mystery Tour - Mini Desserts and Strawberry Tower	X			215.00
09/06/2019		Kings Transit	Mystery Tour - Bus Transportation	X			200.00
09/08/2019	Facebook	Judame E Marshall	Facebook Advertising (8/12,15-9/8/19)	X			107.15
09/09/2019	2162	County of Greene General Fund	August Postage	X			63.79
09/11/2019	0004095	4 Seasons Rentals	Mystery Tour - Table Linens	X			67.50
09/11/2019		Back Bay Catering	Mystery Tour - Dinner Catering	X			750.00
09/11/2019		Cash	Petty Cash - Reimburse USPS Visitor Guide Shipping	X			56.40
09/11/2019		Greene County Historical Society	Mystery Tour - Location Tour	X			100.00
09/11/2019		Lippincott Alpacos	Mystery Tour - Location Tour	X			100.00
09/11/2019		Sam's Club/Synchrony Bank	Mystery Tour - Water and Supplies	X			41.53
09/11/2019		Thislethwaite Vineyards	Mystery Tour - Location Tour	X			100.00

TOTAL REQUESTED THIS REPORT \$ 13,675.14

Compiled by:
Payment Authorized by:
Payment Authorized by:

Shelby M. Garner
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Date: 9/11/19
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HM= Hotel/Motel Tax Account
FR= TPA Fundraising Account
MM= TPA Money Market Account

