

Greene County Tourist Promotion Agency

Board Meeting Minutes

Wednesday, November 13, 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 2nd floor conference room of the County Building.
2. Blair made a motion and Nicole seconded to approve the October 9, 2019 meeting minutes with corrections on the Disbursement Request to reflect Invoice #57146563 payable to vendor County of Greene General Fund and the CTM Media Group invoice payable for the amount of \$350. Vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of October 31, the Hotel/Motel 3% Tax bank account ending balance is \$144,945.67; the TPA Fundraising Account ending balance is \$40,049.96; and the TPA MMA Savings Account ending balance is \$10,986.21.

ACCOUNTS PAYABLE:

1. Justin made a motion to approve the November Disbursement Request sheet (attached) and Blair seconded. Vote passed with Ben abstaining.
2. Blair made the motion and Nicole seconded to discontinue the subscription package to the Herald-Standard.

DIRECTOR MONTHLY REPORT:

1. JoAnne was invited to present alongside Greene County United Way and the Community Foundation of Greene County during their second annual free nonprofit grant writing seminar on Tuesday, November 19.
2. The Halloween e-blast was well received by subscribers. Work has begun on a Holiday edition and is scheduled to go out by November 22.

COMMITTEE REPORTS:

Advertising & Promotion:

Blair made the motion and Lauren seconded to purchase the following advertising packages with a unanimous vote:

1. Annual renewal of \$4,032 for *Pennsylvania On Display* to include four Visitor Guide bins on I-79/I-90 Rest Areas and two Turnpike Plazas Visitor Guide bins. The renewal also includes all Pennsylvania Welcome Centers and one additional I-79 Welcome Center at no additional charge.
2. Half-page ads in the Spring, Summer and Fall issues of *Where & When Publication* for \$1,100 per issue.
3. Full-page ads in the Spring, Summer and Fall issues of *WV Living* and a 1-year digital advertising package from *New South Media* for \$6,000.

Bylaws: *Nothing at this time.*

Finance: Lauren made the motion and Justin seconded to accept the 2nd Quarter Financial Report (attached). Vote was unanimous.

Discussion was held on preparing the 2020 budget. Emphasis will be towards maintaining advertising, the development of training opportunities for our partners, and possible avenues to increase revenue for larger projects.

Fundraising: *Nothing at this time.*

Grants: Lauren made the motion and Nicole seconded to approve the final disbursements for advertising and promotions grants of: \$1000 to the Greene County Fair Board for the Lucas Oil Truck Pull; \$250 to Lippencott Alpacas for the Open House; \$350 for Nathanael Greene Community Development for the Art Blast on the Mon; \$1000 to Observer-Reporter for the Farm to Fork Greene County; \$500 to Waynesburg Prosperous & Beautiful for the 50's Fest & Car Cruise; and \$1000 to White Covered Bridge for the White Covered Bridge Festival. Vote was unanimous.

Greene County Tourist Promotion Agency

The 2020 Grant Program is now available online for Tourism partners and will be accepting applications until 4 p.m. on Tuesday, January 7. Twenty-one partners and prospective partners attended the Quarterly Meeting for the release of the program that was held on November 6 at the I-79 Welcome Center.

Hotel/Motel Tax: Hotel occupancy for September 2019 was 59.8% with an average daily room rate of \$86.68 and revenue per available room at \$51.85

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

Partnership: Riverrun Books in Greensboro joined as a partner.

Justin made the motion and Ben seconded the 2020 Partnership Program and Visitor Guide Ad Program. There will be no changes to the program and an early bird discount date is set for Friday, December 13. The vote was unanimous.

OLD BUSINESS:

1. Lauren made the motion and Justin seconded to add Wesley Wright as a nomination for the Conservation Board of Directors.

NEW BUSINESS:

1. The next Upper Ohio Valley Regional Tourism Meeting is on Wednesday, November 20 at Belmont County in Ohio. Please let JoAnne know if you are interested in attending.
2. Board members are invited to submit nominations to serve on the Tourism Board for the 2020-22 term. Dates and times of the 2020 meetings are also up for discussion at the December 11 meeting.

PUBLIC COMMENT:

None

ADJOURNMENT:

1. The meeting adjourned at 4:45 p.m. by a motion from Blair and seconded by Nicole. The next meeting will be Wednesday, December 11 at 3:30 p.m. in the 2nd Floor Conference Room of the County Building.

Minutes submitted by JoAnne Marshall.

Greene County Tourist Promotion Agency

Revised
1:55 PM
11/13/2019

Greene County Tourist Promotion Agency
Disbursement Request - FY 2019 - Q4
November 13, 2019

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
10/10/2019	075115	County of Greene General Fund	Travel Expenses - Adams (76 miles)	X			44.08
10/10/2019	075132	County of Greene General Fund	Travel Expenses - Marshall (96 miles)	X			55.68
10/21/2019	2172	County of Greene General Fund	Staple Supplies: Plexi Holders and Binders	X			124.93
10/21/2019	2173	County of Greene General Fund	October Windstream	X			15.78
10/21/2019	2174	County of Greene General Fund	2018 Audit Allocation	X			500.00
10/30/2019	2178	County of Greene General Fund	October Verizon Cell Phone	X			61.74
10/31/2019	19100018	WANB Radio	October Tourism Minute (11 spots)	X			220.00
11/01/2019	2176	County of Greene General Fund	November Avaya	X			14.78
11/01/2019	2177	County of Greene General Fund	November Copier	X			337.49
11/01/2019	015-185527	CTM Media Group Inc.	Ohio Amish Country Distribution (Nov. 2019)	X			350.00
11/01/2019	GCTPA1119P	Pennsylvania On Display	PA Brochure Distribution (Nov. 2019)	X			336.00
11/05/2019	64000195	Memories & Melodies	Google Photo Packages (12 Locations)	X			2,100.00
11/05/2019	2181	Ogden Publications, Inc.	Laurel Highlands Magazine Full Page Ad (Fall 2019)	X			1,655.00
11/06/2019	2182	County of Greene General Fund	October Payroll	X			3,901.10
11/08/2019	180622	County of Greene General Fund	Observer-Reporter - 1 year digital subscription	X			202.80
11/11/2019		JoAnne E Marshall	Social Media Advertising (10/8/19-11/11/19)	X			58.49
11/14/2019		Greene County Chamber of Commerce	Chamber After Hours - 1 Guest	X			15.00

TOTAL REQUESTED THIS REPORT \$ 10,189.34

Compiled by: _____
Payment Authorized by: _____
Payment Authorized by: _____

John Morfitt
John Morfitt
John Morfitt

Date: 11/13/19
Date: 11/13/19
Date: 11/13/19

- Legend
HM= Hotel/Motel Tax Account
FR= TPA Fundraising Account
MM= TPA Money Market Account

COPY

Greene County Tourist Promotion Agency

8:23 PM
11/12/2019
Accrual Basis

Greene County Tourist Promotion Agency Profit & Loss Budget vs. Actual January through June 2019

Ordinary Income/Expense	Jan - Mar 19	Jan - Mar 19 Budget	Apr-June 19	Apr-June Budget	Jan-June 2019	2019 Budget	% of Budget
Income							
43310 · County Personnel Contribution	9,446.41	9,550.03	11,370.24	9,549.99	20,816.65	38,200.00	54%
43110 · Hotel/Motel Tax	40,232.77	41,250.00	45,532.94	41,250.00	85,765.71	165,000.00	52%
43115 · Charges for Services							
Seminar/Training	35.00	0.00	0.00	0.00	35.00	0.00	0%
Tours	0.00	0.00	300.00	0.00	300.00	0.00	0%
Advertising Sales							
Co-Op Advertising Sales	0.00	1,500.00	500.00	0.00	500.00	1,500.00	33%
Visitor Guide Ad Sales	6,675.00	6,500.00	0.00	0.00	6,675.00	6,500.00	103%
Total Advertising Sales	6,675.00	8,000.00	500.00	0.00	7,175.00	8,000.00	90%
Inventory Sales	126.83	75.00	234.34	250.00	361.17	1,000.00	36%
Partnership Dues	6,260.00	6,700.00	100.00	0.00	6,360.00	6,700.00	95%
Total 43115 · Charges for Services	13,096.83	14,775.00	1,134.34	250.00	14,231.17	15,700.00	91%
43205 · Interest Income	273.94	150.00	241.78	150.00	515.72	600.00	86%
48900 · Shipping and Delivery Income	13.00	0.00	0.00	0.00	13.00	0.00	0%
Total Income	63,062.95	65,725.03	58,279.30	51,199.99	121,342.25	219,500.00	55%
Gross Profit	63,062.95	65,725.03	58,279.30	51,199.99	121,342.25	219,500.00	55%
Expense							
Personnel/Payroll							
61105 · Salaries & Wages	14,305.16	16,500.00	16,226.26	17,500.00	30,531.42	68,000.00	45%
61205 · Medical Coverage	3,774.89	2,700.00	8,201.22	2,700.00	11,976.11	10,800.00	111%
61210 · Workers Comp.	24.78	62.53	33.78	62.49	58.56	250.00	23%
61215 · Unemployment Comp.	469.54	250.03	135.63	249.99	605.17	1,000.00	61%
61221 · Social Security Tax	840.70	1,000.03	909.23	999.99	1,749.93	4,000.00	44%
61222 · Medicare Tax	196.59	250.03	212.61	249.99	409.20	1,000.00	41%
61225 · Life Insurance	31.20	75.00	48.00	75.00	79.20	300.00	26%
61230 · Retirement	0.00	0.00	0.00	0.00	0.00	2,500.00	0%
Total Personnel/Payroll	19,642.86	20,837.62	25,786.73	21,837.46	45,409.59	87,850.00	52%
Services							
62740 · Partnership Meetings	1,322.13	3,000.00	28.95	0.00	1,351.08	3,000.00	45%
62205 · Local Service	98.62	124.97	97.84	125.01	196.46	500.00	39%
62305 · Postage/Shipping	423.14	1,000.03	1,280.36	1,999.99	1,703.50	5,000.00	34%
62310 · Advertising							
Distribution Program	2,058.00	2,275.03	2,455.50	2,274.99	4,513.50	9,100.00	50%
TV / Radio							
WANB Radio	0.00	0.00	630.00	1,000.00	630.00	3,000.00	21%
Total TV / Radio	0.00	0.00	630.00	1,000.00	630.00	3,000.00	21%
Print							
Misc. Print	0.00	8,580.94	3,507.00	0.00	3,507.00	8,580.94	41%
Where & When	0.00	0.00	1,355.00	1,355.00	1,355.00	2,710.00	50%
VisitPittsburgh	4,200.00	4,200.00	0.00	0.00	4,200.00	4,200.00	100%
Observer-Reporter	324.00	331.56	1,109.91	1,132.50	1,433.91	3,729.06	38%
New South Media - WV Living	1,700.00	1,700.00	1,700.00	1,700.00	3,400.00	5,100.00	67%
Herald-Standard / GC Messenger	0.00	0.00	1,665.00	1,665.00	1,665.00	3,330.00	50%
GreeneScene / Direct Results	0.00	500.00	0.00	0.00	0.00	1,000.00	0%
Coal Show Program	0.00	0.00	150.00	150.00	150.00	150.00	100%
Chamber of Commerce	100.00	100.00	250.00	250.00	350.00	350.00	100%
Pennsylvania Vacation Guide	5,557.50	5,850.00	0.00	0.00	5,557.50	5,850.00	95%
Total Print	11,881.50	21,262.50	9,736.91	6,252.50	21,618.41	35,000.00	62%
Digital							
www.VisitPA.com	3,442.50	3,150.00	0.00	0.00	3,442.50	3,150.00	109%

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	Jan - Mar 19	Jan - Mar 19 Budget	Apr-June 19	Apr-June Budget	Jan-June 2019	2019 Budget	% of Budget
www.VisitPITTSBURGH.com	1,500.00	1,500.00	0.00	0.00	1,500.00	1,500.00	100%
Misc. Digital	0.00	365.00	1,000.00	0.00	1,000.00	365.00	274%
Website Hosting	181.53	285.00	35.00	0.00	216.53	285.00	76%
Web Advertising	0.00	3,400.00	0.00	0.00	0.00	3,400.00	0%
Social Media Advertising	0.00	0.00	144.94	333.34	144.94	1,000.00	14%
Email Marketing	0.00	300.00	90.00	0.00	90.00	300.00	30%
Total Digital	5,124.03	9,000.00	1,269.94	333.34	6,393.97	10,000.00	64%
Promotional Materials	0.00	250.03	345.81	249.99	345.81	1,000.00	35%
Vendor Fees	280.00	250.03	225.00	249.99	505.00	1,000.00	51%
Total 62310 · Advertising	19,343.53	33,037.59	14,683.16	10,360.81	34,006.69	59,100.00	56%
62405 · Travel Expenses/Mileage	108.29	375.00	686.37	375.00	794.66	1,500.00	53%
62605 · Dues & Subscriptions	100.00	375.00	2,968.00	375.00	3,068.00	1,500.00	205%
62610 · Printing & Reproduction	16,293.55	13,000.00	1,151.03	3,000.00	17,444.58	22,000.00	79%
62615 · Employee Development/Conference	933.66	1,062.53	70.00	62.49	1,003.66	1,250.00	80%
62735 · Other Professional Services	0.00	499.97	870.62	500.01	870.62	2,000.00	44%
Total Services	38,622.92	52,475.09	21,816.33	16,798.31	60,439.25	95,850.00	63%
Materials & Supplies							
63105 · Merchandise - New Inventory	0.00	0.00	0.00	0.00	0.00	0.00	0%
63105 · Supplies	0.00	250.03	365.55	249.99	365.55	1,000.00	37%
Total Materials & Supplies	0.00	250.03	365.55	249.99	365.55	1,000.00	37%
65110 · Tourism Grants							
Capital Development	7,500.00	10,000.00	0.00	0.00	7,500.00	10,000.00	75%
Community Events & Projects	11,775.00	21,000.00	375.00	0.00	12,150.00	21,000.00	58%
Donations & Sponsorships	150.00	300.00	200.00	0.00	350.00	300.00	117%
Total 65110 · Tourism Grants	19,425.00	31,300.00	575.00	0.00	20,000.00	31,300.00	64%
Indirect Expenses							
65115 · Indirect Administration	1,168.08	825.00	283.42	825.00	1,451.50	3,300.00	44%
Total Indirect Expenses	1,168.08	825.00	283.42	825.00	1,451.50	3,300.00	44%
62810 · Miscellaneous Service Expenses							
PA Sales Tax	(0.18)	49.97	8.60	50.01	8.47	200.00	4%
PayPal Fees	0.00	0.00	0.00	0.00	0.00	0.00	0%
Total 62810 · Miscellaneous Service Expenses	(0.13)	49.97	8.60	50.01	8.47	200.00	4%
Total Expense	78,858.73	105,737.71	48,815.63	39,760.77	127,674.36	219,500.00	58%
Net Ordinary Income	(15,795.78)	(40,012.68)	9,463.67	11,439.22	(6,332.11)	0.00	0%
Other Income/Expense							
Other Expense							
Balancing Adjustments	0.00	0.00	0.00	0.00	0.00	0.00	0%
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0%
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0%
Net Income	(15,795.78)	(40,012.68)	9,463.67	11,439.22	(6,332.11)	0.00	0%