

Greene County Tourist Promotion Agency

Board Meeting Minutes

Wednesday, April 10, 2019

Present: Ann Bargerstock, Courtney Hursey, Nicole Mitchell, Justin McWilliams, Adam Stokes, Lorinda Trovato, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent: Jennifer Adamson, Deneen Rhodes, Lauren Stauffer, and Sandy Wilson.

Quorum Present? Yes

CALL TO ORDER:

1. The meeting was called to order at 3:33 p.m. in the 2nd floor conference room of the County Building.
2. Blair made a motion and Lorinda seconded to approve the March 13, 2019 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of March 29, the Hotel/Motel 3% Tax bank account ending balance is \$120,311.79; the TPA Fundraising Account ending balance is \$42,233.07; and the TPA MMA Savings Account ending balance is \$10,972.74.

ACCOUNTS PAYABLE:

1. Blair made a motion to approve the April Disbursement Request sheet (attached) and Lorinda seconded. The vote was unanimous.

DIRECTOR MONTHLY REPORT:

- Racers Productions is hosting a second GNCC race in Dilliner on July 6 and 7.
- Washington County Tourism signed a 3-year contract with EQT Corporation to be the title sponsor of the Covered Bridge Festival. The tentative new title of the festival is *EQT's Washington & Greene Counties' Covered Bridge Festival*. A new logo will be coming as well.

COMMITTEE REPORTS:

Advertising & Promotion:

Blair made the motion and Courtney seconded to purchase the following as recommended by the committee:

1. Full-page ad in Greene County Chamber of Commerce Membership Directory at \$250.
2. WANB Radio Spots for three times a week from May 6 to November 2 at \$20 per spot.
3. Monthly recording of WANB Radio Spots by Shelly Brown at Direct Results for \$75 per month.
4. Attendance at Carmichaels High School for STEAMing Through Coal Country on May 1 at no cost.
5. Reprint of 20,000 VisitGreene rack cards at Rhodes & Hammers Printing for distribution in Amish County for a total of \$1,575.

JoAnne presented the Spring 2019 ad on page 6 in WV Living.

Discussion was held about the weekly email. From Wednesday, Apr. 10 to Tuesday, Apr. 16, there were over 50 events on our website calendar with 24 of those events published in the weekly email. The emails are getting too long, so a new format will be explored to reduce the length of the emails.

Bylaws: *Nothing at this time.*

Finance: *Nothing at this time.*

Fundraising: *Nothing at this time.*

Grants: *Nothing at this time.*

Hotel/Motel Tax: The Monthly STR Report was presented to the board. We will resume presenting monthly updates on the hotel occupancy, average daily rate, and revenue per available room.

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

Partnership: Salvation Army joined as a partner.

Greene County Tourist Promotion Agency

OLD BUSINESS:

1. The VIP Mystery Tour is continuing moving forward and ticket sales will be available through EventBrite, or at the Tourism Office with cash or check.

NEW BUSINESS:

1. We have been asked to consider nominating a "Great Place" or "Great Transformation" in Greene County to the Pennsylvania Chapter of the American Planning Association by May 7. JoAnne will send out the criteria and anyone that has a recommendation should let her know.
2. A DIY Tourism and Local Marketing Workshop will be held in Asheville, North Carolina in November. The workshop is highly recommended by a previous attendee that works at a Pennsylvania tourism office. If anyone is interested attending, please let JoAnne know.
3. The Visit Upper Ohio Valley Regional Tourism group consists of 11 counties in 3 states. They have asked for one of the Pennsylvania counties to consider hosting a meeting. The board recommended to pursue hosting a meeting in July or September at Valley View Farm or Thistlethwaite Vineyards.

PUBLIC COMMENT:

None

ADJOURNMENT:

1. The meeting adjourned at 4:13 p.m. by a motion from Blair. The next meeting will be Wednesday, May 8 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
2:14 PM
4/10/2019

Greene County Tourist Promotion Agency
Disbursement Request - FY 2019 - Q2
April 10, 2019

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
03/14/2019	2120	County of Greene General Fund	March Windstream	X			17.89
03/15/2019	071845	County of Greene General Fund	Travel Expenses (Marshall) - 622.7 miles & DMIO Conference	X			711.95
03/26/2019	2019-8286	New South Media, Inc.	WV Living Spring 2019 Full Page Ad	X			1,700.00
03/27/2019	2121	County of Greene General Fund	4th Quarter Administration	X			1,168.08
03/29/2019	2125	County of Greene General Fund	March Payroll	X			5,170.70
03/29/2019	556	United States Postal Service	Visitor Guide - Shipping to TPAs		X		158.85
03/31/2019	174210	Observer Publishing Company	Greene Co. Mag (half-page ad), Kids Fast Booth	X			370.44
03/31/2019	5086	The Perfect Arrangement, Inc.	Flower Centerpieces for Annual Meeting	X			254.40
04/01/2019	015-17950	CTM Media Group Inc.	April Ohio Amish Country Distribution	X			482.50
04/01/2019	2122	County of Greene General Fund	April Avaya	X			14.78
04/01/2019	2123	County of Greene General Fund	April Copier	X			337.49
04/01/2019	GCTPA0419P	Pennsylvania On Display	April Brochure Distribution	X			336.00
04/02/2019	1002481	The Herald	Valley Voices Magazine (half-page ad) - May 2019	X			750.00
04/02/2019	2124	County of Greene General Fund	Ford Business Machines Quarterly Reading	X			138.56
04/04/2019	2126	County of Greene General Fund	March Postage	X			168.56
04/05/2019	AMEX/JPS	County of Greene General Fund	Visitor Guide - Shipping to TPAs	X			130.33
04/05/2019	grecou002	Central Cab Company	VIP Mystery Tour Transportation		X		900.00
04/09/2019	444331	STR, Inc.	DMO Destination Report (1-year)	X			2,200.00
04/15/2019	119	Carmichaels Area Chamber of Commerce	Annual Dinner Dance (1 ticket)	X			25.00

TOTAL REQUESTED THIS REPORT \$15,035.53

Compiled by: Alte Harker
 Payment Authorized by: [Signature]
 Payment Authorized by: [Signature]

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

Date: 4/10/19
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