

**Greene County Tourist Promotion Agency**

**Board Meeting Minutes**

**Wednesday, March 13, 2019**

**Present:** Ann Bargerstock, Nicole Mitchell, Deneen Rhodes, Lorinda Trovato, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

**Absent:** Jennifer Adamson, Courtney Hursey, Justin McWilliams, Lauren Stauffer, and Adam Stokes.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. The meeting was called to order at 3:36 p.m. in the 2<sup>nd</sup> floor conference room of the County Building.
2. Blair made a motion and Sandy seconded to approve the February 13, 2019 meeting minutes. The vote was unanimous.

**ACCOUNTS RECEIVABLE:**

1. As of February 28, the Hotel/Motel 3% Tax bank account ending balance is \$153,137.59; the TPA Fundraising Account ending balance is \$42,308.59; and the TPA MMA Savings Account ending balance is \$10,970.56.

**ACCOUNTS PAYABLE:**

1. Nicole made a motion to approve the March Disbursement Request sheet (attached) and Deneen seconded. The vote was unanimous.

**DIRECTOR MONTHLY REPORT:**

- Tourism Intern summer position is currently open for applications.
- JoAnne attended the Pennsylvania DMO Retreat in Harrisburg on March 11 & 12. Many of the sessions addressing marketing for DMOs were beneficial for the upcoming year.

**COMMITTEE REPORTS:**

***Advertising & Promotion:***

Sandy made the motion and Lorinda seconded to purchase the following as recommended by the committee:

1. Three half-page ads in *Valley Voices* at \$750 each.
2. Five-months digital advertising with *Pittsburgh Post-Gazette* at \$500 per month.
3. Participation in the 2<sup>nd</sup> Annual Kids Fest at the Greene County Fairgrounds on April 13 at no cost.

National Travel & Tourism Week is set for May 4-11, 2019. The Tourism Office will submit a proclamation to the Commissioners Office and set-up a booth at the Welcome Center.

An Instagram account and monthly e-blast will launch in April 2019. Additional promotion projects include Welcome Center display graphics, a driving brochure and framing barn quilts.

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

***Finance:*** JoAnne presented the 2018 Financial Report. The year ended very strong with the hotels maintaining a stronger occupancy than expected for 2018 and the Secretary position was empty for over five months. \$2,750 will carry-over for 2018 active grant projects, \$15,000 will be utilized for the grant match of the Greene River Trail Project, and \$8,050 will be utilized for the 2019 grant program.

Deneen made the motion and Nicole seconded to accept the 2018 Financial Report (attached).

***Fundraising:*** The Experience Greene County Tour series will kick off with a VIP Mystery Tour on Sunday, June 2 open to partners and the public. The tour will start and end at Thistlethwaite Vineyards. A second tour is under consideration to go to the Jacktown Fair for the Tuesday night parade with a stop at the general stores, covered bridge and mail pouch barns on the way.

***Grants:*** *Nothing at this time.*

**Hotel/Motel Tax:** Act 109 of 2018 was passed in December allowing the state and counties to collect the local occupancy tax from third-booking party agents such as Travelocity and Expedia on their portion of the accommodation fee. Hotels in Pennsylvania will continue to remit their portion of the local occupancy tax as in the past. Currently, the state is working on how they will collect from third parties and will advise counties at a later date.

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

**Partnership:** The Annual Meeting was a success. Suggestions for next year include starting the event at 5 p.m. with the presentation beginning at 5:45 p.m. and posting the grant recipients on the projection screen as they are announced.

The quarterly meetings were set for May 15 at Greene County United Way, August 29 at Thistlethwaite Vineyards, and November 6 at the I-79 Welcome Center.

**OLD BUSINESS:**

*Nothing at this time.*

**NEW BUSINESS:**

1. A list of upcoming meetings and events that Tourism will be attending was distributed to the board. Board members are welcome to attend any of the meetings and events.

**PUBLIC COMMENT:**

*None*

**ADJOURNMENT:**

1. The meeting adjourned at 4:31 p.m. by a motion from Nicole and seconded by Lorinda. The next meeting will be Wednesday, April 10 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  
1:58 PM  
3/13/2019

Greene County Tourist Promotion Agency  
Disbursement Request - FY 2019 - Q1  
March 13, 2019

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
02/15/2019	2113	County of Greene General Fund	February Windstream	X			18.51
02/15/2019	2118	County of Greene General Fund	February Payroll	X			2,966.05
02/27/2019	112-4831794-0923458	John E Marshall	Supplies for Annual Partnership Meeting	X			98.98
02/28/2019		Rhodes and Hammers Printing, Inc-V	2019 Visitors Guides Quantity 20,000	X			13,500.00
03/01/2019	015-177485	CTM Media Group Inc.	March Ohio Amish Country Distribution	X			350.00
03/01/2019	2115	County of Greene General Fund	March Avaya	X			14.78
03/01/2019	2116	County of Greene General Fund	March Copier	X			337.49
03/01/2019	22687	Miles Media Group, LLP	Happy Traveler Ad, Custom Content Articles & Website Ads	X			3,000.00
03/01/2019	GCTPA0319P	Pennsylvania On Display	March Brochure Distribution	X			336.00
03/04/2019		Carmichael's Area Chamber of Commerce	Dinner Dance Program - Full Page Ad	X			100.00
03/05/2019	2117	County of Greene General Fund	February Postage	X			116.11
03/05/2019		S Kidz Kandy-V	Annual Meeting - Remaining Balance for Catering Service	X			468.75
03/08/2019		American Cancer Society	Paint The Town Purple	X			150.00

TOTAL REQUESTED THIS REPORT \$21,456.67

Compiled by:  
Payment Authorized by:  
Payment Authorized by:

*John E Marshall*  
*John E Marshall*  
*John E Marshall*

Date: 3/13/19  
Date: 3/13/19  
Date: 3-13-19

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

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# Greene County Tourist Promotion Agency

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03/13/19  
Accrual Basis

## Greene County Tourist Promotion Agency Profit & Loss Budget vs. Actual January through December 2018

Ordinary Income/Expense	Jan - Dec 18	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
43310 · County Personnel Contribution	31,639.61	33,908.92	(2,269.31)	93.31%
43110 · Hotel/Motel Tax	178,119.78	165,000.00	23,119.78	114.92%
43115 · Charges for Services				
Seminar/Training	450.00			
Advertising Sales				
Co-Op Advertising Sales	2,200.00	2,500.00	(300.00)	88.0%
Visitor Guide Ad Sales	7,075.00	7,500.00	(425.00)	94.33%
Advertising Sales - Other	0.00	0.00	0.00	0.0%
<b>Total Advertising Sales</b>	<b>9,275.00</b>	<b>10,000.00</b>	<b>(725.00)</b>	<b>92.75%</b>
Print & Copy	161.75			
Inventory Sales	1,224.97	3,000.00	(1,775.03)	40.83%
Partnership Dues	6,710.00	7,000.00	(290.00)	95.86%
<b>Total 43115 · Charges for Services</b>	<b>17,821.72</b>	<b>20,000.00</b>	<b>(2,178.28)</b>	<b>89.11%</b>
43205 · Interest Income	764.94	250.00	514.94	305.98%
48900 · Shipping and Delivery Income	9.50	0.00	9.50	100.0%
<b>Total Income</b>	<b>228,355.55</b>	<b>209,158.92</b>	<b>19,196.63</b>	<b>109.18%</b>
<b>Gross Profit</b>	<b>228,355.55</b>	<b>209,158.92</b>	<b>19,196.63</b>	<b>109.18%</b>
<b>Expense</b>				
66900 · Reconciliation Discrepancies	0.00	0.00	0.00	0.0%
<b>Personnel/Payroll</b>				
61105 · Salaries & Wages	58,878.84	66,000.00	(7,121.16)	89.21%
61205 · Medical Coverage	9,042.06	16,000.00	(6,957.94)	56.51%
61210 · Workers Comp.	86.55	125.00	(38.45)	69.24%
61215 · Unemployment Comp.	949.61	1,000.00	(50.39)	94.96%
61221 · Social Security Tax	3,539.51	4,500.00	(960.49)	78.66%
61222 · Medicare Tax	827.74	1,100.00	(272.26)	75.25%
61225 · Life Insurance	144.80	250.00	(105.20)	57.92%
61230 · Retirement	3,032.47	2,500.00	532.47	121.3%
<b>Total Personnel/Payroll</b>	<b>76,501.58</b>	<b>91,475.00</b>	<b>(14,973.42)</b>	<b>83.63%</b>
<b>Services</b>				
62740 · Partnership Meetings	1,239.28			
62205 · Local Service	398.23	500.00	(101.77)	79.65%
62305 · Postage/Shipping	4,288.66	4,000.00	288.66	107.22%
62310 · Advertising				
Distribution Program	2,688.00	4,032.00	(1,344.00)	66.67%
<b>TV / Radio</b>				
WANB Radio	1,560.00	1,440.00	120.00	108.33%
Misc. TV / Radio	0.00	0.00	0.00	0.0%
<b>Total TV / Radio</b>	<b>1,560.00</b>	<b>1,440.00</b>	<b>120.00</b>	<b>108.33%</b>
<b>Print</b>				
Misc. Print	12,747.15	9,340.00	3,407.15	136.48%
Where & When	2,448.00	2,448.00	0.00	100.0%
VisitPittsburgh	4,200.00	4,200.00	0.00	100.0%
Recreation News	1,700.00	1,700.00	0.00	100.0%
Observer-Reporter	6,126.77	6,700.00	(573.23)	91.44%
New South Media - WV Living	6,000.00	6,000.00	0.00	100.0%
Herald-Standard / GC Messenger	340.00	2,775.00	(2,435.00)	12.25%
GreeneScene / Direct Results	1,275.00	1,700.00	(425.00)	75.0%

# Greene County Tourist Promotion Agency

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03/13/19  
Accrual Basis

## Greene County Tourist Promotion Agency Profit & Loss Budget vs. Actual January through December 2018

	Jan - Dec 18	Budget	\$ Over Budget	% of Budget
Coal Show Program	150.00	150.00	0.00	100.0%
Chamber of Commerce	350.00	350.00	0.00	100.0%
Pennsylvania Vacation Guide	3,000.00	3,000.00	0.00	100.0%
<b>Total Print</b>	<b>38,336.92</b>	<b>38,363.00</b>	<b>(26.08)</b>	<b>99.93%</b>
<b>Digital</b>				
www.VisitPA.com	1,687.50	1,687.50	0.00	100.0%
www.VisitPITTSBURGH.com	1,500.00	1,500.00	0.00	100.0%
Misc. Digital	500.00	0.00	500.00	100.0%
Website Redesign	2,585.00	0.00	2,585.00	100.0%
Website Hosting	6,223.66	301.00	5,922.66	2,067.66%
Social Media Advertising	730.94	1,000.00	(269.06)	73.09%
Email Marketing	496.42	108.00	388.42	459.65%
<b>Total Digital</b>	<b>13,723.52</b>	<b>4,596.50</b>	<b>9,127.02</b>	<b>296.57%</b>
<b>Promotional Materials</b>	<b>1,164.31</b>	<b>0.00</b>	<b>1,164.31</b>	<b>100.0%</b>
Vendor Fees	900.00	965.00	(65.00)	93.26%
<b>Total 62310 - Advertising</b>	<b>58,372.75</b>	<b>49,396.50</b>	<b>8,976.25</b>	<b>118.17%</b>
<b>62405 - Travel Expenses/Mileage</b>	<b>799.06</b>	<b>2,250.00</b>	<b>(1,450.94)</b>	<b>35.51%</b>
<b>62605 - Dues &amp; Subscriptions</b>	<b>1,423.72</b>	<b>1,500.00</b>	<b>(76.28)</b>	<b>94.92%</b>
<b>62610 - Printing &amp; Reproduction</b>	<b>19,446.68</b>	<b>24,000.00</b>	<b>(4,553.32)</b>	<b>81.03%</b>
<b>62615 - Employee Development/Conference</b>	<b>695.05</b>	<b>1,250.00</b>	<b>(554.95)</b>	<b>55.6%</b>
<b>62735 - Other Professional Services</b>	<b>1,478.10</b>	<b>2,000.00</b>	<b>(521.90)</b>	<b>73.91%</b>
<b>Total Services</b>	<b>88,141.53</b>	<b>84,896.50</b>	<b>3,245.03</b>	<b>103.82%</b>
<b>Materials &amp; Supplies</b>				
63106 - Merchandise - New Inventory	64.00	0.00	64.00	100.0%
63105 - Supplies	655.47	1,000.00	(344.53)	65.55%
<b>Total Materials &amp; Supplies</b>	<b>719.47</b>	<b>1,000.00</b>	<b>(280.53)</b>	<b>71.95%</b>
<b>65110 - Tourism Grants</b>				
Capital Development	7,500.00	10,000.00	(2,500.00)	75.0%
Community Events & Projects	20,161.48	21,000.00	(838.52)	96.01%
Donations & Sponsorships	150.00	500.00	(350.00)	30.0%
<b>Total 65110 - Tourism Grants</b>	<b>27,811.48</b>	<b>31,500.00</b>	<b>(3,688.52)</b>	<b>88.29%</b>
<b>Indirect Expenses</b>				
65115 - Indirect Administration	2,661.50	3,100.00	(438.50)	85.86%
<b>Total Indirect Expenses</b>	<b>2,661.50</b>	<b>3,100.00</b>	<b>(438.50)</b>	<b>85.86%</b>
<b>62810 - Miscellaneous Service Expenses</b>				
PA Sales Tax	36.90	300.00	(263.10)	12.3%
PayPal Fees	1.79	200.00	(198.21)	0.9%
<b>Total 62810 - Miscellaneous Service Expenses</b>	<b>38.69</b>	<b>500.00</b>	<b>(461.31)</b>	<b>7.74%</b>
<b>Total Expense</b>	<b>195,874.25</b>	<b>212,471.50</b>	<b>(16,597.25)</b>	<b>92.19%</b>
<b>Net Ordinary Income</b>	<b>32,481.30</b>	<b>(3,312.58)</b>	<b>35,793.88</b>	<b>(980.54%)</b>
<b>Net Other Income</b>	<b>0.00</b>			
<b>Net Income</b>	<b>32,481.30</b>	<b>(3,312.58)</b>	<b>35,793.88</b>	<b>(980.54%)</b>

\*From 2017 Budget