

Greene County Tourist Promotion Agency

Board Meeting Minutes

Wednesday, February 13, 2019

Present: Ann Bargerstock, Justin McWilliams, Deneen Rhodes, Adam Stokes, Lorinda Trovato, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent: Jennifer Adamson, Courtney Hursey, Nick Koester, Nicole Mitchell, and Lauren Stauffer.

Quorum Present? Yes

CALL TO ORDER:

1. The meeting was called to order at 3:44 p.m. in the 2nd floor conference room of the County Building.
2. Blair made a motion and Sandy seconded to approve the January 16, 2019 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of January 31, the Hotel/Motel 3% Tax bank account ending balance is \$145,605.07; the TPA Fundraising Account ending balance is \$39,334.19; and the TPA MMA Savings Account ending balance is \$10,968.46.

ACCOUNTS PAYABLE:

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

DIRECTOR MONTHLY REPORT:

- The website saw an increase in user traffic of over 400 users in January which is a 243% increase from December.
- The next meeting of the Upper Ohio Valley Regional Tourism committee is on Wednesday, March 27 in Steubenville, OH. Anyone interested in attending, please let JoAnne know.

COMMITTEE REPORTS:

Advertising & Promotion:

The 2019 Happy Traveler is available and Greene County is featured on several pages. The Covered Bridge Driving Tour is mentioned with a photograph on page 31, the Sheep and Fiber Festival event on page 38, the Covered Bridge Festival event on page 40, the Warrior Trail is mentioned on page 46, the Greene County Historical Society Museum is mentioned on page 47, and our ad copy is on page 50.

The Greene County Official Visitors Guide is at the printers and should be ready for distribution at our Annual Meeting. 34 ads were sold for a total of \$6,675 with 20 ads taking advantage of the \$25 early bird reservation.

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

1. Four quarter-page ads in the Greene County Magazine for the Spring, Summer, Fall and Winter issues at \$228 each.
2. Two half-page ads in the Where and When publication for the Summer and Fall issues at \$1,355 each.
3. Participation in the 2019 Observer-Reporter events of KidsFest, The Greater Pittsburgh Food Truck Festival, Corks & Kegs Festival, First Fridays, Farm to Fork Greene County, and All for Her event.

JoAnne presented the 2018 Key Metrics report with results from Facebook, Twitter, Youtube, our Website, and Visitor Guides directly mailed. Information from the report will be shared at the annual meeting.

Bylaws: *Nothing at this time.*

Finance: *Nothing at this time.*

Fundraising: *Nothing at this time.*

Grants: Blair made the motion and Deneen seconded to recommend the distribution of the 2019 Advertising & Promotion grants and the 2019 Capital Development & Improvement grants (*attached*).

Altered Gas Performance Events' grant will be pending the completion of their 2018 Close-Out Report and payment of 2019 Tourism Partnership fees. The Greene County Historical Society's grant will be pending additional discussion with the applicant on the Historical Walking Trail project and ADA Compliance requirements.

Hotel/Motel Tax: *Nothing at this time.*

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

Partnership: The Annual Meeting is scheduled on March 5, 2019 from 5:30 to 7:30 p.m. at the Greene County Fairgrounds in the upper 4-H Building. Catering is secured along with the linens donated by 4 Seasons Rentals. Partners are free to attend and non-partners are \$15.

110 partners have renewed for a total of \$5,860 with 54 partners taking advantage of the \$10 early bird discount. Five new partnerships joined for 2019 and five previous partners cancelled their partnerships. Currently there are nine unpaid partners that we will continue to collect for the 2019 year.

OLD BUSINESS:

1. Deneen shared her impression of the Heritage Tourism Summit on Saturday, Feb. 9 and encouraged anyone to attend future events. Greene County was well represented with seven attendees, two panelists, three musicians, and a marketplace table.

Laurel Highlands creates a Backyard Tour for frontline employees that work with visitors to learn more about the area and want attractions they can recommend to visitors. The board agreed to develop a tour or several excursions for Greene County employees and residents and announce it at the Annual Meeting. Deneen will be leading the tour development as a fundraiser under the Fundraising Committee.

NEW BUSINESS:

1. Discussion was held on continuing the sponsorship of the American Cancer Society's "Paint the Town Purple" and the Greene County Chamber of Commerce's raffle cards. Tourism will continue the support of both organizations.

A sponsorship for the Greene County Historical Society for their Blast from the Past: GCHS Opening Day 5K will be declined as it is a conflict with our grant program.

PUBLIC COMMENT:

None

ADJOURNMENT:

1. The meeting adjourned at 4:43 p.m. by a motion from Blair and seconded by Deneen. The next meeting will be Wednesday, March 13 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
1:22 PM
2/13/2019

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

| Date | Invoice # | Vendor | Memo | HM | FR | MM | Amount |
|------------|-----------------|---------------------------------|---|----|----|----|----------|
| 12/29/2018 | 2107 | County of Greene General Fund | December Accrual Payroll | X | | | 1,378.78 |
| 12/30/2018 | 2111 | County of Greene General Fund | December 1-Day Accrual Payroll | X | | | 145.54 |
| 12/31/2018 | 2103 | County of Greene General Fund | 2018 Retirement | X | | | 3,032.47 |
| 12/31/2018 | 2100 | County of Greene General Fund | Oct-Dec Sales Tax | X | | | 13.51 |
| 01/16/2019 | 2099 | County of Greene General Fund | January Windstream | X | | | 17.88 |
| 01/18/2019 | 2108 | County of Greene General Fund | January Payroll | X | | | 1,309.70 |
| 01/29/2019 | 2104 | County of Greene General Fund | HSA / Marshall | X | | | 750.00 |
| 01/30/2019 | | National Road Heritage Corridor | Heritage Tourism Summit - Marketplace | | X | | 135.00 |
| 01/31/2019 | 174210 | Observer Publishing Company | Public Notice - Tourism Meetings | X | | | 103.56 |
| 02/01/2019 | 01S-176883 | CTM Media Group Inc. | February Amish Country Distribution | X | | | 350.00 |
| 02/01/2019 | 2105 | County of Greene General Fund | February Anaya | X | | | 14.78 |
| 02/01/2019 | 2106 | County of Greene General Fund | February Copier | X | | | 337.49 |
| 02/01/2019 | 21861 | Miles Media Group, LLP | Happy Traveler Ad Custom Content Articles & Website Ads | X | | | 3,000.00 |
| 02/01/2019 | GCTPA0219P | Pennsylvania On Display | February Brochure Distribution | X | | | 336.00 |
| 02/07/2019 | 2110 | County of Greene General Fund | January Postage | X | | | 144.39 |
| 02/13/2019 | SWPA HauntedCon | Fencerow Farmers Market | SWPA HauntedCon - Vendor | X | | | 30.00 |
| 02/13/2019 | | 5 Kidz Kandy-V | Annual Meeting - Deposit for Catering Service | X | | | 500.00 |

TOTAL REQUESTED THIS REPORT \$11,599.10

Compiled by: *John S. Washburn*
 Payment Authorized by: *John S. Washburn*
 Payment Authorized by: *Shirley Starn*

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

Date: 2/13/19
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Greene County Tourist Promotion Agency

Advertising & Promotion Grants

| Application # | Event/Project Name | Tourism Partner | 2019 Grant Recommendation |
|---------------|---|---|---|
| 1 | Altered Gas Performance Events, LLC | Flashlight Drags | \$500 *Pending completion of requirements |
| 2 | Motor Madness Car Show | Greene County Chamber of Commerce | \$ 500.00 |
| 3 | Greene County Fair | Greene County Fairboard | \$ 1,000.00 |
| 4 | Lucas Oil Mega Pulls | Greene County Fairboard | \$ 2,000.00 |
| 5 | GCHS Marketing | Greene County Historical Society | \$ 2,500.00 |
| 6 | Greene Cuisine | Greene County United Way | \$ 750.00 |
| 7 | Jacktown Fair | Jacktown Fair Board | \$ 1,000.00 |
| 8 | King Coal Show | King Coal Association | \$ 1,000.00 |
| 9 | Lippencott Alpacas Open House | Lippencott Alpacas | \$ 500.00 |
| 10 | Art Blast on the Mon | Nathanael Greene CDC | \$ 700.00 |
| 11 | Holiday Craft Blast | Nathanael Greene CDC | \$ 300.00 |
| 12 | Farm to Fork, Greene County | Observer Publishing Company | \$ 1,000.00 |
| 13 | Riverfest | Rices Landing Volunteer Fire Department | \$ 1,000.00 |
| 14 | Aviation Day | SOAR of Greene County | \$ 1,000.00 |
| 15 | Rain Day Festival | Special Events Commission | \$ 2,000.00 |
| 16 | The Perfect Arrangement/Lily Bee's Marketing Outside of Greene County | The Perfect Arrangement | \$ 1,000.00 |
| 17 | The Victory 5K | The Victory 5K | \$ 250.00 |
| 18 | Warrior Trail Marketing | Warrior Trail Association | \$ 400.00 |
| 19 | Sporting Clay Shoot | Washington Health System (WHS) Greene | \$ 500.00 |
| 20 | Sounds of Summer | Waynesburg Lions Club | \$ 1,000.00 |
| 21 | Cruisin' for Music | Waynesburg Music Development | \$ 400.00 |
| 22 | 50s Fest & Car Cruise | Waynesburg Prosperous & Beautiful | \$ 1,000.00 |
| 23 | Sheep & Fiber Festival | Waynesburg Prosperous & Beautiful | \$ 1,750.00 |
| 24 | White Covered Bridge Festival | White Covered Bridge Association | \$ 2,000.00 |
| | | | \$ 24,050.00 |

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Capital Grants

| Application # | Event/Project Name | Tourism Partner | 2019 Grant Recommendation |
|---------------|---|--|---|
| A | Greene County Historical Walking Trail | Greene County Historical Society | \$3,000 *Pending further discussion with applicant. |
| B | Commercial Hall - Heating/Air | Jacktown Fair Board | \$ 5,000.00 |
| C | Greensboro Canoe and Kayak Launch Restoration | Nathanael Greene Community Development Corporation | \$ - |
| D | W.A. Young & Sons Foundry and Machine Shop Preservation Phase 3 | Rivers of Steel Heritage Corporation | \$ 5,000.00 |
| E | Umbrellas over Rain Day (2019) / Rain Day Stages (2017) | Special Events Commission | \$ - |
| F | Destination Gift Shop & Floral Shop Expansion | The Perfect Arrangement/Lily Bee's Gift Shop | \$ - |
| G | Warrior Trail Maintenance | Warrior Trail Association | \$ 2,000.00 |
| | | | \$ 15,000.00 |