

Greene County Tourist Promotion Agency

Board Meeting Minutes

Wednesday, January 16, 2019

Present: Ann Bargerstock, Courtney Hursey, Justin McWilliams, Nicole Mitchell, Deneen Rhodes, Lauren Stauffer, Adam Stokes, Lorinda Trovato, and Sandy Wilson. Staff: JoAnne Marshall. Guest: Don Chappel.

Absent: Jennifer Adamson, Nick Koester, and Blair Zimmerman.

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. Sandy Wilson made a motion and Lorinda Trovato seconded for the 2019 officers to serve Ann Bargerstock as president, Lauren Stauffer as vice-president, and Nicole Mitchell as Secretary/Treasurer. The vote was unanimous.
3. Nicole Mitchell made a motion and Deneen Rhodes seconded to approve the November 14, 2018 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of December 31, the Hotel/Motel 3% Tax bank account ending balance is \$142,075.87; the TPA Fundraising Account ending balance is \$36,264.19; and the TPA MMA Savings Account ending balance is \$10,966.13.

ACCOUNTS PAYABLE:

1. The Community Bank TPA Fundraising Account signatories will be changed to reflect the current officers.
2. Lauren Stauffer made a motion to approve the December 2018 Disbursement Request sheet (attached) and Adam Stokes seconded. The vote was unanimous.
3. Lorinda Trovato made a motion to approve the January Disbursement Request sheet (attached) and Lauren Stauffer seconded. The vote was unanimous.

DIRECTOR MONTHLY REPORT:

- JoAnne informed the board that Jane Adams was hired for the Secretary II position and began working on December 10. She previously worked at the Greene County Messenger.
- The Pennsylvania Restaurant and Lodging Association is holding the Destination Marketing Organization Retreat on March 11-12 at the Hilton Harrisburg. Any board member wishing to attend is encouraged to let JoAnne know.
- Greene County Tourism is one of the organizers for the Heritage Tourism Summit on Saturday, February 9 at Washington & Jefferson College. It is a regional summit and was very successful last year. Everyone is invited and encouraged to attend at \$35 per person. Tourism will set-up in the marketplace again and invites partners to participate as well.
- Greene County Tourism received a Rivers of Steel Mini-Grant of \$15,000 from the October application for historical signage along the Greene River Trail. A contract will be sent and work on the project will begin in February.
- The I-79 Welcome Center has invited the board to take a field trip to see the opportunities that exist for marketing and working together. We will host a Quarterly Meeting for partners in the summer or fall at the Welcome Center.

COMMITTEE REPORTS:

Advertising & Promotion:

Lauren Stauffer volunteered to chair the Advertising & Promotion committee.

Lauren Stauffer made the motion to award the 2019 Visitor Guide bid for 20,000 quantity to the low bidder of \$13,500 by Rhodes & Hammer Printing. Deneen seconded the motion. Sandy Wilson abstained.

To-date, Visitor Guide ad sales are at 33 ads compared to the 38 sold in 2018. There may be a few more coming in the next few days.

Nicole made the motion and Courtney seconded to purchase the following advertisements:

1. Three half-page ads in South Hills Living at \$904.50 each for the May/June, July/Aug., and Sept./Oct. issues.
2. Three full-page ads in WV Living at \$1,700 each for the Spring, Summer and Fall issues plus a full-year of skyscraper ads on wvliving.com for \$900.

Greene County Tourist Promotion Agency

3. Two full-page ads at \$1,665 each in the semi-annual publication of Laurel Highlands Magazine.
4. Annual distribution program for six locations from Pennsylvania On Display for \$4,032.
5. Vendor Table at the Southwestern Pennsylvania HauntedCon on May 18 for \$30.

The Recreation News and Froggy Radio advertising opportunities were declined at this time.

JoAnne presented the 2018 Facebook key metrics report.

Bylaws: Nicole Mitchell volunteered to chair the Bylaws committee.

Finance: Don Chappel volunteered to chair the Finance committee.

JoAnne presented the 2018 Financial Report. We are waiting on two more months of revenue to collect for the hotel/motel tax along with a few remaining bills for 2018.

Deneen made the motion and Lauren seconded to accept the 2019 Proposed Budget (attached). The vote was unanimous.

Fundraising: Deneen Rhodes volunteered to chair the Fundraising committee.

Grants: Ann Bargerstock volunteered to chair the Grants Committee.

Lauren Stauffer made the motion and Deneen Rhodes seconded to approve and release the remaining balances for Community Events & Projects grants of: \$250 for Greene County Historical Society's Harvest Festival; \$500 for Waynesburg Prosperous & Beautiful's 50's Fest & Car Cruise; and \$100 for Nathanael Greene CDC's Holiday Craft Blast. The vote was unanimous.

JoAnne presented a draft of the 2018 Zip Code Capture Summary.

Hotel/Motel Tax: Justin McWilliams and Lorinda Trovato volunteered to co-chair the Hotel/Motel Tax Committee.

Sandy Wilson made the motion and Nicole Mitchell seconded to purchase the monthly STR Report for Greene County.

Long-Range/Strategic Planning:

Adam Stokes volunteered to chair the Long-Range/Strategic Planning committee.

Partnership:

Courtney Hursey and Sandy Wilson volunteered to co-chair the Partnership committee.

Menu options for the Annual Partnership meeting from 5 Kidz Kandy were discussed.

JoAnne reported that to-date, we have 81 renewals and 3 new partnerships. The new partnerships are Center Township, Greene Connections, and Waynesburg Music Development.

OLD BUSINESS:

None

NEW BUSINESS:

1. JoAnne presented a Certificate of Appreciation to Don Chappel for his service as a board member from 2016 to 2018.

PUBLIC COMMENT:

None

ADJOURNMENT:

1. The meeting adjourned at 4:40 p.m. by a motion from Nicole Mitchell and seconded by Sandy Wilson. The next meeting will be Wednesday, February 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
1:51 PM
12/17/2018

Greene County Tourist Promotion Agency
Disbursement Request - FY 2018 - Q4
December 17, 2018

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
10/31/2018	18100019	WANB Radio	October Tourism Minute (12 Spots)	X			240.00
11/13/2018	34133	Direct Results	Holiday Issue - Quarter Page Ad	X			425.00
11/16/2018	2078	County of Greene General Fund	Corrected November Aveya	X			0.60
11/26/2018	FBM	County of Greene General Fund	Ford Business Machines Quarterly Reading	X			119.36
11/26/2018	O-R	County of Greene General Fund	Annual Observer-Reporter Subscription	X			202.80
11/27/2018	2079	County of Greene General Fund	November Windstream	X			18.46
11/28/2018	2086	County of Greene General Fund	Herald-Standard	X			134.78
11/28/2018	ConstantContact	County of Greene General Fund	Pre-Paid Constant Contact for 6 months	X			90.00
11/30/2018	2080	County of Greene General Fund	Klink Background Check - Dorothea Adams	X			12.50
12/01/2018	2082	County of Greene General Fund	December Aveya	X			14.78
12/01/2018	2083	County of Greene General Fund	December Copier	X			337.49
12/01/2018	2084	County of Greene General Fund	3rd Quarter Administration	X			1,111.42
12/01/2018	GCTPA1218P	Pennsylvania On Display	December Distribution	X			336.00
12/04/2018	2085	County of Greene General Fund	November Payroll	X			3,285.46
12/10/2018		Greene County Chamber of Commerce	2019 Chamber Annual Membership	X			100.00
12/11/2018	121118	5 Kidz Kandy	Gift Basket Arrangements - New Inventory		X		64.00
12/11/2018	Godaddy 1412178624	County of Greene General Fund	Info@visitgreene.org Email Account (3-years)	X			190.42
12/12/2018		Cash	Petty Cash - Reimburse 11/27/18 USPS Receipt		X		9.85
12/17/2018	2087	County of Greene General Fund	November Postage	X			117.43
12/17/2018		Johanne E Marshall	Facebook Advertising (Nov. 15 - Dec. 12, 2018)	X			31.00

TOTAL REQUESTED THIS REPORT \$6,841.35

Compiled by: *Johanne E Marshall*
 Payment Authorized by: *Johanne E Marshall*
 Payment Authorized by: _____
 Date: 12/17/18
 Date: 12/18/18
 Date: 12/18/18

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



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Revised
3:16 PM
1/16/2019

Greene County Tourist Promotion Agency
Disbursement Request - FY 2018 - Q4
January 16, 2019

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
12/21/2018	070921	County of Greene General Fund	Travel Expenses (Marshall) - 206 miles	X			112.27
12/31/2018	174210	Observer Publishing Company	Greene Co Living (Winter) - Quarter Page Ad	X			221.25
12/31/2018	2092	County of Greene General Fund	December Payroll	X			2,715.54
12/31/2018	2093	County of Greene General Fund	December Windstream	X			17.89
12/31/2018	2094	County of Greene General Fund	December Postage	X			41.45
01/01/2019	015-175584	CTM Media Group Inc.	Amish County Distribution Program (January 2019)	X			350.00
01/01/2019	20685	Miles Media Group, LLP	PA Happy Traveler Ad and Web Advertising	X			3,000.00
01/01/2019	2090	County of Greene General Fund	January Avaya	X			14.78
01/01/2019	2091	County of Greene General Fund	January Copier	X			337.49
01/01/2019	6534	VISITITTSBURGH	2019 Official Visitors Guide and Web Advertising	X			5,700.00
01/01/2019	GCPAD119P	Pennsylvania On Display	PA Distribution Program (January 2019)	X			336.00
01/11/2019		Rhodes and Hammers Printing, Inc.-V	Rack Cards	X			1,575.00
01/14/2019	2096	County of Greene General Fund	Ford Business	X			206.08
01/14/2019	GodDaddy 1426884949	County of Greene General Fund	greenecountytourism.org Transfer	X			181.53

TOTAL REQUESTED THIS REPORT \$14,809.28

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

Stephen B. Baugher
Stephen B. Baugher

Date: 1/16/19
Date: 1/16/19
Date: 1/16/19

HM= Hotel/Motel Tax Account
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Legend

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Greene County Tourist Promotion Agency

1/18/2019

Greene County Tourist Promotion Agency 2019 Proposed Budget

Revenue	Account Number	Account Name	2019 Proposed
	43110	Hotel/Motel Tax	\$ 165,000.00
	43115	Charges for Service	
		Visitor Guide Advertising Sales	\$ 6,500.00
		Co-op Advertising Sales	\$ 1,500.00
		Inventory Sales	\$ 1,000.00
		Partnership Dues	\$ 6,700.00
	43205	Interest Income	\$ 600.00
	43310	County Personnel Contribution	\$ 38,200.00
TOTAL REVENUE			\$ 219,500.00
Expenses	Account	Account Name	2019 Proposed
Personnel	61105	Salaries & Wages	\$ 68,000.00
<i>Shown at 100%</i>	61205	Medical Coverage	\$ 10,800.00
<i>Actual=T+C</i>	61210	Workers Comp.	\$ 250.00
	61215	Unemployment Comp.	\$ 1,000.00
	61221	Social Security Tax	\$ 4,000.00
	61222	Medicare Tax	\$ 1,000.00
	61225	Life Insurance	\$ 300.00
	61230	Retirement	\$ 2,500.00
TOTAL PERSONNEL			\$ 87,850.00
Services	62205	Local Service	\$ 500.00
	62305	Postage/Shipping	\$ 5,000.00
	62310	Advertising	
		Print	\$ 35,000.00
		Digital	\$ 10,000.00
		TV/Radio	\$ 3,000.00
		Promotional Materials	\$ 1,000.00
		Vendor/Display Fees	\$ 1,000.00
		Distribution Program	\$ 9,100.00
	62405	Travel Expenses/Mileage	\$ 1,500.00
	62605	Dues & Subscriptions	\$ 1,500.00
	62610	Printing & Reproduction	\$ 22,000.00
	62615	Employee Development/Conference Costs	\$ 1,250.00
	62735	Other Professional Services	\$ 2,000.00
	62740	Partnership Meetings	\$ 3,000.00
TOTAL SERVICES			\$ 95,850.00
Materials & Supplies	63105	Supplies	\$ 1,000.00
	63110	Merchandise - New Inventory	\$ -
TOTAL MATERIALS & SUPPLIES			\$ 1,000.00
Grants & Sponsorships	65110	Tourism Grants	
		Community Events & Projects	\$ 21,000.00
		Capital Grant Projects <i>(new in 2017)</i>	\$ 10,000.00
		Sponsorships	\$ 300.00
TOTAL GRANTS & SPONSORSHIPS			\$ 31,300.00
Indirect	65115	Indirect Administration	\$ 3,300.00
TOTAL INDIRECT EXPENSES			\$ 3,300.00
Miscellaneous	62810	Miscellaneous Service Expenses	\$ -
		PA Sales Tax	\$ 200.00
TOTAL MISC. SERVICE EXPENSES			\$ 200.00
TOTAL EXPENDITURES			\$ 219,500.00
			\$ -