

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, February 8, 2023

Present

Casey Durdines, Amy Hopkins, Courtney Hursey, Heidi Jamison, Liz Menhart, Ben McMillen, Deneen Rhodes, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall. Guest: Bret Moore.

Absent

Dan Bazzoli, Jared Bennett, Bethany Tanner, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Deneen Rhodes called the meeting to order at 3:34 p.m.
2. Casey Durdines made the motion and Blair Zimmerman seconded to approve the January 11, 2023 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balances as of January 31, 2023 were: Hotel/Motel Tax at \$255,768.35, TPA Fundraising at \$20,023.33, and TPA Money Marketing Savings Account at \$11,064.93.

ACCOUNTS PAYABLE

1. Liz Menhart made the motion and Heidi Jamison seconded to approve the February 8, 2023 Disbursement Request (Attachment 1) totaling \$8,757.15. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall and Deneen Rhodes added their signatures on a letter from Pennsylvania Restaurant & Lodging Association to the Governor in support of requesting additional funding for the state tourism office.
2. Jesse Cain returned as an intern for the semester and will be working on short-form content for social media. Sharing the Mac ProBook over the summer was difficult and often did not work due to projects overlapping. The board agreed to acquire another Mac ProBook instead of pursuing advertising with Travel Taste + Tour.
3. The Red Brick Firm from Waynesburg University is interested in working with us again for the semester. Their project will be to develop a marketing plan for incoming students. The men's soccer team is also utilizing us as resource in their recruitment activities.
4. JoAnne Marshall shared the list of committees and who has agreed to serve.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. The board declined the advertising proposal by Travel Taste + Tour.
2. Heidi Jamison made the motion and Amy Hopkins seconded to approve the 2023 Car Show Brochure project with no changes. Vote was unanimous.
3. JoAnne Marshall shared the January 2023 Advertising Summary with print in VisitPA and Business View, digital in VisitPA, and a strong increase in digital reach through VisitGreene platforms which includes 4,148 users on the website, 92,675 users on Facebook, and 7,460 users on Instagram.

Fundraising

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for December 2022 was 48.9%, average daily room rate was \$83.24, the revenue per available room was \$40.73, and the number of rooms sold were 5,764.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. Nothing to report at this time.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Nothing to report at this time.

PUBLIC COMMENT

1. Deneen Rhodes shared upcoming events at Thistlethwaite Vineyards including Paint 'n Sip, Wine & Chocolate Bar, and Plant It and Sip It.

ADJOURNMENT

1. The meeting adjourned at 4:06 p.m. by a motion from Casey Durdines and seconded by Courtney Hursey. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, March 8 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

