

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, November 9, 2022**

**Present**

Don Chappel, Casey Durdines, Courtney Hursey, Liz Menhart, Ben McMillen, Deneen Rhodes, and Blair Zimmerman. Staff: JoAnne Marshall. Guest: Bret Moore.

**Absent**

Dan Bazzoli, Jared Bennett, Derek Garcia, Christy Orndorff, Kevin Paul, and Shelley Younken.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Ben McMillen called the meeting to order at 3:32 p.m.
2. Don Chappel made the motion and Blair Zimmerman seconded to approve the September 14, 2022 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. JoAnne Marshall reported the ending balances as of October 31, 2022 were: Hotel/Motel Tax account at \$226,280.17; TPA Fundraising at \$23,997.16; and TPA Money Marketing Savings Account at \$10,993.54.

**ACCOUNTS PAYABLE**

1. Casey Durdines made the motion and Deneen Rhodes seconded to approve the November 8, 2022 Disbursement Request (Attachment 1) totaling \$25,692.65. Vote was unanimous.

**DIRECTOR REPORT**

1. JoAnne Marshall reported that she is looking into staffing the office for 2023 with a part-time employee and intern.

**COMMITTEE REPORTS**

**Finance**

1. Nothing to report at this time.

**Advertising**

1. Courtney Hursey made the motion and Casey Durdines seconded to approve the purchase of a full-page ad in the 2023 Moundsville Visitor Guide for \$1,500.
2. The board declines to purchase advertising in the winter issue of Travel Taste + Tour.
3. Don Chappel made the motion and Courtney Hursey seconded to purchase the Bronze sponsorship in Business View Magazine's Greene County Airport editorial piece for \$1,550. Vote passed with Blair Zimmerman abstaining.
4. Liz Menhart made the motion and Deneen Rhodes seconded to purchase a full-page ad in VisitPittsburgh's 2023 Official Visitor Guide for \$10,000. Vote was unanimous.
5. Don Chappel made the motion and Blair Zimmerman seconded to accept the low bidder of the print bids for 20,000 quantity of the 40-page (including cover) 2023 Greene County Official Visitors Guide.

**Fundraising**

1. JoAnne Marshall shared that due to timing and availability, the planned promotional campaigns of #ShopGreene, #DineGreene, and 12 Days of Christmas will be postponed until next year.

**Hotel/Motel Tax**

1. Hotel occupancy for September 2022 was 56.4%, average daily room rate was \$93.48, the revenue per available room was \$52.74, and the number of rooms sold were 6,431.

**Long-Range Planning**

1. Nothing to report at this time.

**Partnership**

1. Don Chappel made the motion and Liz Menhart seconded to approve the 2023 Partnership Program and 2023 Visitor Guides Ad Program at the same pricing as 2022. Vote was unanimous.
2. Courtney Hursey and Deneen Rhodes updated the board with the plans for the Annual Partnership Meeting that include entertainment, food, awards, and decorations. Discussion was held on the Hospitality Awards nominations.

**OLD BUSINESS**

1. Liz Menhart made the motion and Don Chappel seconded to approve the Conservation District Board of Director nominations of Dan Bazzoli for Public Director and Jim Cowell for Farmer Director.

**NEW BUSINESS**

1. JoAnne Marshall presented that ScenicPittsburgh is researching into designating a Scenic Byway and wished to know if we were in favor. The board agreed to continue the conversation.
2. Washington Wild Things approached the Tourism Office for a discussion about potential partnership opportunities.
3. The board is welcome to submit possible nominations for the 2023-25 term on the Tourism Board of Directors.

**PUBLIC COMMENT**

1. No public comment was made.

**ADJOURNMENT**

1. The meeting adjourned at 4:41 p.m. by a motion from Casey Durdines and seconded by Blair Zimmerman. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, December 14 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency**  
**Disbursement Request - FY 2022 - Q4**

**Tuesday, November 8, 2022**

<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>Account</b>	<b>Amount</b>
07/31/2022	2419	County of Greene General Fund	July Windstream	HM	16.06
07/31/2022	2423	County of Greene General Fund	July Copier & Color Copies	HM	254.88
08/31/2022	2420	County of Greene General Fund	August Payroll	HM	4,813.60
08/31/2022	2421	County of Greene General Fund	August HRA	HM	1,895.82
08/31/2022	2422	County of Greene General Fund	August Copier & Color Copies	HM	333.12
09/12/2022	2426	County of Greene General Fund	August-September Cell Phone	HM	84.48
09/16/2022	12918	New South Media, Inc.	WV Living (Fall 2022) - Full Page Ad	FR	1,700.00
09/16/2022		Tribute to Heroes Committee	Sponsorship Remittance	FR	350.00
09/23/2022	57554	Direct Results	Tribute to Heroes - ECommerce Website	FR	3,817.99
09/30/2022	2424	County of Greene General Fund	September Payroll	HM	3,123.62
09/30/2022	2425	County of Greene General Fund	August Windstream	HM	15.31
09/30/2022	2429	County of Greene General Fund	September Copier & Color Copies	HM	266.62
09/30/2022	18940	West Virginia Newspaper Publishing Co.	Buckwheat Festival - Full Page Ad	FR	895.00
09/30/2022	22090013	WANB Radio	September Tourism Radio (WANB-13 spots)	FR	260.00
09/30/2022	22090084	WKVE Radio	September Tourism Radio (WKVE-18 spots)	FR	360.00
09/30/2022	AMEX- September	County of Greene General Fund	American Express (September 2022)	HM	502.07
10/01/2022	GCTPA1022P	Pennsylvania On Display	PA Distribution (October 2022)	FR	336.00
10/01/2022	INV10- 020643	CTM Media Group Inc.	Ohio Distribution (October 2022)	FR	324.59
10/07/2022	94406	MPB Print & Sign Superstore	Tribute to Heroes - Banners	FR	580.00
10/31/2022	2427	County of Greene General Fund	October Payroll	HM	3,075.55
10/31/2022	22100077- 78	WKVE Radio	October Tourism Radio (WKVE-16 spots)	HM	652.00
10/31/2022	2210012-13	WANB Radio	October Tourism Radio (WANB-12 spots)	HM	572.00
10/31/2022	AMEX- October	County of Greene General Fund	American Express (October 2022)	HM	803.35

11/01/2022	GCTPA1122P	Pennsylvania On Display	PA Distribution (November 2022)	HM	336.00
11/01/2022	INV10-021160	CTM Media Group Inc.	Ohio Distribution (November 2022)	HM	324.59
07/31/2022	2419	County of Greene General Fund	July Windstream	HM	16.06

**Total**                      **\$25,692.65**

**Legend**

- HM            Hotel/Motel Tax Account
- FR            TPA Fundraising Bank Account