

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, January 11, 2023**

**Present**

Dan Bazzoli, Casey Durdines, Amy Hopkins, Courtney Hursey, Heidi Jamison Liz Menhart, Ben McMillen, Deneen Rhodes, Bethany Tanner, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

**Absent**

Jared Bennett and Shelley Younken.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Deneen Rhodes called the meeting to order at 3:31 p.m.
2. Blair Zimmerman made the motion and Amy Hopkins seconded to appoint Ben McMillen as Vice-President, Courtney Hursey as Treasurer, and Liz Menhart as Secretary. Vote was unanimous.
3. Blair Zimmerman made the motion and Casey Durdines seconded to approve the December 14, 2022 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. JoAnne Marshall reported the ending balances as of December 30, 2022 were: TPA Fundraising at \$21,093.33 and TPA Money Marketing Savings Account at \$11,074.44. The balance for the Hotel/Motel Tax account was unavailable at the time of the meeting.

**ACCOUNTS PAYABLE**

1. Ben McMillen made the motion and Amy Hopkins seconded to approve the change of signatories to the current officers and tourism director. Signatories are JoAnne Marshall, Deneen Rhodes, Ben McMillen, Courtney Hursey, and Liz Menhart. Vote was unanimous.
2. Casey Durdines made the motion and Heidi Jamison seconded to approve the January 11, 2023 Disbursement Request (Attachment 1) totaling \$8,046.63. Vote was unanimous.

**DIRECTOR REPORT**

1. JoAnne Marshall shared that the office will be closed on Monday, January 16 for the holiday.

**COMMITTEE REPORTS**

**Finance**

1. Nothing to report at this time.

**Advertising**

1. Ben McMillen made the motion and Sandy Wilson seconded to purchase a premium ad in the upcoming 3 issues of Observer-Reporter's Go Xplore at up to \$1,250 per ad. If premium is not available, purchase a full-page ad at up to \$1,000 per ad. Vote was unanimous.
2. JoAnne Marshall shared the 2022 Digital Analytics report for traffic on our social media and website. All platforms showed significant growth with 68,835 users on the website compared to 51,082 users in 2021 and 8,685 users in 2019. Social media promotions reached 681,868 Facebook users and 61,569 Instagram users. Twitter had 18,358 impressions and YouTube had 92.8 hours of watch time. The reports will help with decisions in 2023 digital promotions to continue increasing our exposure.
3. The W.A. Young & Sons Foundry and Machine Shop was featured in VisitPA's 2023 Guide to Must Visit Places in Pennsylvania.

**Fundraising**

1. Nothing to report at this time.

**Hotel/Motel Tax**

1. Hotel occupancy for November 2022 was 52.3%, average daily room rate was \$87.62, the revenue per available room was \$45.85, and the number of rooms sold were 5,965.

**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. Discussion was held over Committees for 2023. Board members interested in serving on a committee or even chair a committee are welcome to email JoAnne with their interest. It is not required that committee members are board members.

**PUBLIC COMMENT**

1. Deneen Rhodes invited everyone to attend the New Year Reset at Thistlethwaite Vineyards after the meeting to learn about organization tips and tricks.

**ADJOURNMENT**

1. The meeting adjourned at 4:09 p.m. by a motion from Amy Hopkins and seconded by Dan Bazzoli. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, February 8 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency**  
**Disbursement Request - FY 2023 - Q1**

**Wednesday, January 11, 2023**

<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>Account</b>	<b>Amount</b>
09/30/2022	2433	County of Greene General Fund	September Windstream	HM	15.10
10/30/2022	2431	County of Greene General Fund	October Windstream	HM	15.11
11/20/2022	2432	County of Greene General Fund	November Cell Phone	HM	42.16
12/14/2022	4911	Greene County Chamber of Commerce	2023 Chamber Dues	HM	125.00
12/16/2022	534401	CoStar Realty Information	DMO Destination Report (1-Year)	HM	2,940.00
12/31/2022	AMEX- December	County of Greene General Fund	American Express (December 2022)	HM	1,394.12
01/01/2023	GCTPA0123P	Pennsylvania On Display	PA Distribution (January 2023)	HM	336.00
01/01/2023	INV10- 022304	CTM Media Group Inc.	Ohio Distribution (January 2023)	HM	603.76
01/04/2023	12860	Observer-Reporter	2023 Meeting Legal Notice	HM	75.38
01/09/2023	0012	Silvertongue Ink	2023 Visitor Guide Content	HM	2,500.00

**Total**

**\$8,046.63**

**Legend**

HM          Hotel/Motel Tax Account  
FR          TPA Fundraising Bank Account