

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

**Present**

Dan Bazzoli, 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**

Jared Bennett, Bethany Tanner, and Shelley Younken.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Deneen Rhodes called the meeting to order at 3:31 p.m.
2. Casey Durdines made the motion and Blair Zimmerman seconded to approve the February 8, 2023 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. Courtney Hursey reported the ending balances as of February 28, 2023 were: TPA Fundraising at \$32,483.26 and TPA Money Marketing Savings at \$0.00. The Hotel/Motel Tax statement was not available at the time of the meeting due to a mistake at the bank. The Money Marketing Savings account was closed on February 28<sup>th</sup> with \$11,064.93 transferred into the TPA Fundraising account.

**ACCOUNTS PAYABLE**

1. Casey Durdines made the motion and Amy Hopkins seconded to approve the March 8, 2023 Disbursement Request (Attachment 1) totaling \$26,153.41. Vote was unanimous.
2. Courtney Hursey reported that JoAnne Marshall sent an email to Accounts Receivable/Controller's Office requesting 13 invoices unaccounted for in 2022, a double payment on the cell phone bill in August, and remittance for the Indirect Administration fee for the 2<sup>nd</sup> Quarter that is not showing up on the County Budget.

**DIRECTOR REPORT**

1. JoAnne Marshall shared that Trevor Miller joined as an additional intern for the office for an average of 10 hours per week. Both Trevor and Jesse are currently on spring break.

**COMMITTEE REPORTS**

**Finance**

1. Nothing to report at this time.

**Advertising**

1. Amy Hopkins made the motion and Heidi Jamison seconded to approve the annual membership of Carmichaels Chamber of Commerce for \$40 and a full-page ad in the Dinner Dance Banquet for \$100. The vote passed with Casey Durdines abstaining.
2. Ben McMillen made the motion and Courtney Hursey seconded to purchase a half-page ad in Where & When's summer and fall issues for \$1,336 per ad. Vote was unanimous.
3. The board is declining to participate in the Professional Sports Publications advertising proposals.
4. JoAnne Marshall shared the February 2023 Advertising Summary with print in Morgantown Magazine, weekly "This Week in Greene" resuming, and a strong continuation in digital reach through VisitGreene platforms which includes 5,780 users on the website, 58,526 users on Facebook, and 6,857 users on Instagram.

### **Special Projects**

1. Amy Hopkins made the motion and Casey Durdines seconded to approve the monthly hashtag campaign of #ShopGreene and #DineGreene beginning in May. Partners will be offered the opportunity to sponsor each month with a \$25 gift card. Vote was unanimous.
2. Ben McMillen made the motion and Amy Hopkins seconded to approve the summer coupon book program for expanded partners. Vote was unanimous.

### **Hotel/Motel Tax**

1. Hotel occupancy for January 2023 was 49.5%, average daily room rate was \$83.35, the revenue per available room was \$41.25, and the number of rooms sold were 5,830.

### **Long-Range Planning**

1. Nothing to report at this time.

### **Partnership**

1. JoAnne Marshall shared updates of creating welcome packs for partners with a new circle partnership decal. Discussion was held on options for increasing awareness for partners to share their event information with us.

### **OLD BUSINESS**

1. Nothing to report at this time.

### **NEW BUSINESS**

1. Casey Durdines made the motion and Ben McMillen seconded to purchase a MacBook Pro and USB Adaptor for \$4,318 from GovConnection, Inc. Vote was unanimous.
2. Deneen Rhodes submitted her resignation to the board due to a new job opportunity. Ben McMillen will step into the President position according to our by-laws.

### **PUBLIC COMMENT**

1. Deneen Rhodes shared the upcoming event of Spring Plant & Sip at Thistlethwaite Vineyards.

### **ADJOURNMENT**

1. The meeting adjourned at 4:14 p.m. by a motion from Casey Durdines and seconded by Amy Hopkins. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, April 12 at 3:30 p.m.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency**  
**Disbursement Request - FY 2023 - Q1**  
**Wednesday, March 8, 2023**

Date	Invoice #	Vendor	Memo	Account	Amount
07/31/2022	2449	County of Greene General Fund	July Postage	HM	3.99
08/30/2022	2450	County of Greene General Fund	August Postage	HM	4.56
09/30/2022	2451	County of Greene General Fund	September Postage	HM	2.28
11/30/2022	2453	County of Greene General Fund	October & November Postage	HM	2.28
12/31/2022	2454	County of Greene General Fund	December Postage	HM	2.85
12/31/2022		County of Greene General Fund	4th Quarter Administration	HM	1,089.37
01/31/2023	2455	County of Greene General Fund	January Postage	HM	3.60
01/31/2023	2457	County of Greene General Fund	Background Check (Jesse Cain)	HM	12.50
02/13/2023	13360	New South Media, Inc.	Morgantown (Spring 2023) - Full Page Ad	HM	800.00
02/24/2023	98914	MPB Print & Sign Superstore	Visitor Guide Paper	HM	12,000.00
02/27/2023	13	Silvertongue Ink	Content Articles (5 qty)	HM	500.00
02/28/2023	AMEX- February	County of Greene General Fund	American Express (Feb 2023)	HM	797.22
03/01/2023	77385	Miles Media Group, LLLP	VisitPA.com - Constant Content Article Renewal	HM	1,995.00
03/01/2023	GCTPA0323P	Pennsylvania On Display	PA Distribution (Mar 2023)	HM	336.00
03/01/2023	INV10- 023668	CTM Media Group Inc.	Ohio Distribution (Mar 2023)	HM	603.76
03/01/2023	INV458	VisitPITTSBURGH	2023 Pittsburgh Visitors Guide - Full Page Ad	HM	8,000.00

**Total** **\$26,153.41**

**Legend**

HM            Hotel/Motel Tax Account  
FR            TPA Fundraising Bank Account