

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, April 12, 2023

Present

Dan Bazzoli, Casey Durdines, Amy Hopkins, Liz Menhart, Ben McMillen, Bethany Tanner, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Jared Bennett, Courtney Hursey, Heidi Jamison, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Ben McMillen called the meeting to order at 3:36 p.m.
2. Blair Zimmerman made the motion and Casey Durdines seconded to appoint Ben McMillen as President of the Board of Directors for 2023. Vote was unanimous.
3. Blair Zimmerman made the motion and Casey Durdines seconded to appoint Sandy Wilson as Vice-President. Vote was unanimous.
4. Casey Durdines made the motion and Sandy Wilson seconded to approve the March 8, 2023 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balances as of March 31, 2023 were: Hotel/Motel Tax at \$295,941.10 and TPA Fundraising at \$37,463.67.

ACCOUNTS PAYABLE

1. Casey Durdines made the motion and Dan Bazzoli seconded to approve the April 12, 2023 Disbursement Request (Attachment 1) totaling \$22,689.20. Vote was unanimous.

DIRECTOR REPORT

1. Dave Plavi from Legendary Conventions met about three events this year including a two-day comic con in July at the EQT REC Center. Support from our office will include promotion of the events.
2. The Tourism Economic Impact report for 2021 from the PA State Tourism Office was released earlier this month and a link to the report was sent out to board members. Overall, Greene County demonstrated growth in the recovery process from the pandemic, but is still not reaching pre-pandemic levels which was forecasted to not fully improve until 2025.
3. Rivers of Steel is hiring an intern for the summer at the W.A. Young & Sons Foundry and Machine Shop. They are looking for someone that wants to learn the craft and historical preservation process.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Blair Zimmerman made the motion and Amy Hopkins seconded to continue with the same summer/fall radio advertising as last year with Broadcast Communications for a 2-minute Tourism Spot three times a week on WANB and four times a week on WKVE at \$20 per spot. Vote was unanimous.

2. JoAnne Marshall shared the March 2023 Advertising Summary with print in WV Living, digital co-op program with VisitPA on Google and video streaming, and a strong continuation in digital reach through VisitGreene platforms which includes 11,085 users on the website, 78,819 users on Facebook, and 13,073 users on Instagram.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for February 2023 was 52.7%, average daily room rate was \$87.68, the revenue per available room was \$46.19, and the number of rooms sold were 5,606.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. JoAnne Marshall shared that National Travel & Tourism Week will be held May 7-13, 2023. A proclamation will be submitted to the Greene County Commissioners for their consideration and the summer interns will set up for a day at the I-79 Welcome Center in Greene County and the I-70 Welcome Center in Washington County. The board agreed with inviting our partners to stop by the I-79 Welcome Center for a reception that week.

America250PA

1. The Road to 2026 launched this month with the encouragement to get Pennsylvanians to run, walk or bike throughout the next three years.
2. JoAnne Marshall shared that she reached out to Greene County United Way about the possibility of partnering beginning in 2024 with a day of service on National Pennsylvania Day (July 20th). America250PA also announced this morning that they are opening up mini-grants up to \$2,000 for a local beautification project to be held on July 20th. Discussion was held on possible projects.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Amy Hopkins made the motion and Casey Durdines seconded to approve two summer interns at \$12 per hour, 35 hours per week. The vote was unanimous.
2. Dan Bazzoli made the motion and Sandy Wilson seconded to approve a \$500 budget for new staff and board shirts. Vote passed with Bethany Tanner abstaining.

PUBLIC COMMENT

1. Blair Zimmerman shared that there will be a trout stocking near the Route 188 soccer fields at 11am on April 21. The stocking is paid by CNX Foundation.

ADJOURNMENT

1. The meeting adjourned at 4:29 p.m. by a motion from Blair Zimmerman. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, May 10 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2023 – Q2
Wednesday, April 12, 2023

Date	Invoice #	Vendor	Memo	Account	Amount
12/31/2021	2371	County of Greene General Fund	2021 Retirement	HM	1,648.46
09/30/2022	2471	County of Greene General Fund	3rd Quarter Administration	HM	666.37
10/31/2022	2464	County of Greene General Fund	October Copier & Color Copies	HM	360.07
11/30/2022	2462	County of Greene General Fund	November Copier & Color Copies	HM	276.78
11/30/2022	2465	County of Greene General Fund	November Windstream	HM	15.11
12/31/2022	2456	County of Greene General Fund	December HRA	HM	73.03
12/31/2022	2460	County of Greene General Fund	December Cell Phone	HM	42.09
12/31/2022	2460	County of Greene General Fund	August Cell Phone Reimbursed	HM	(42.28)
12/31/2022	2461	County of Greene General Fund	December Copier & Color Copies	HM	240.64
12/31/2022	2463	County of Greene General Fund	2022 Retirement	HM	1,408.94
12/31/2022	2467	County of Greene General Fund	December Windstream	HM	15.21
01/31/2023	2458	County of Greene General Fund	January Payroll	HM	2,395.61
01/31/2023	2468	County of Greene General Fund	January Windstream	HM	14.74
02/20/2023	2473	County of Greene General Fund	February Cell Phone	HM	42.11
02/28/2023	2459	County of Greene General Fund	February Payroll	HM	3,600.86
02/28/2023	2469	County of Greene General Fund	February Windstream	HM	14.74
02/28/2023	2475	County of Greene General Fund	February Postage	HM	1.20
03/03/2023	73858532	GovConnection, Inc.	USB-C to USB Adapter	HM	19.00
03/14/2023	73893598	GovConnection, Inc.	MacBook Pro	HM	4,299.00
03/15/2023		Carmichaels Area Chamber of Commerce	2023 Membership & Full Page Ad	HM	140.00
03/20/2023	2474	County of Greene General Fund	March Cell Phone	HM	42.11
03/27/2023	13432	New South Media, Inc.	WV Living (Spring 2023) - Full Page Ad	HM	1,750.00
03/31/2023	2476	County of Greene General Fund	1st Quarter Administration	HM	1,864.98

03/31/2023	300369	Observer-Reporter	Xplore Magazine (Spring 2023) - Inside Cover Ad	HM	1,000.00
03/31/2023	AMEX-March	County of Greene General Fund	American Express (Mar 2023)	HM	860.67
04/01/2023	78533	Miles Media Group, LLLP	VisitPA.com: Online Lead Generation	HM	1,000.00
04/01/2023	GCTPA0423P	Pennsylvania On Display	PA Distribution (April 2023)	HM	336.00
04/01/2023	INV10-024190	CTM Media Group Inc.	Ohio Distribution (April 2023)	HM	603.76

Total **\$22,689.20**

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account