

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

Present

Dan Bazzoli, Amy Hopkins, Liz Menhart, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Jared Bennett, Casey Durdines, Courtney Hursey, Heidi Jamison, Ben McMillen, Bethany Tanner, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:31 p.m.
2. Blair Zimmerman made the motion and Dan Bazzoli seconded to approve the June 14, 2023 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balances as of June 30, 2023 were: Hotel/Motel Tax at \$287,662.86 and TPA Fundraising at \$35,380.31.

ACCOUNTS PAYABLE

1. Blair Zimmerman made the motion and Liz Menhart seconded to approve the July 12, 2023 Disbursement Request (Attachment 1) totaling \$11,484.31. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared that current intern projects include shooting video footage of Brice Rush for the Coal Heritage video and a piece for incoming students at Waynesburg University. Discussion was held about ordering through VistaPrint due to a short deadline and also acquiring business card size magnets with a QR code for upcoming events.
2. Discussion was held about acquiring colored umbrellas for shooting photos of Miss Rain Day at the festival and other events in the area. The photos are typically used for promotion of the event and the umbrellas used by Miss Rain Day have been black in previous years and not as photogenic.
3. The office will be closed during the week of the Greene County Fair.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Amy Hopkins made the motion and Liz Menhart seconded to approve the purchase of a full-page ad through Miles Partnership for the 2024 Happy Traveler Guide for \$10,100 with the option to acquire a 50/50 grant through VisitPA. Vote was unanimous.
2. Amy Hopkins made the motion and Blair Zimmerman seconded to approve the purchase of a full-page ad in the King Coal Association's Program Book for \$150. Vote was unanimous.
3. JoAnne Marshall shared the June 2023 Advertising Summary that featured print in WV Living, WANB and WKVE radio ads, and digital reach through VisitGreene platforms which includes 10,704 users on the website, 315,201 users on Facebook, and 46,856 users on Instagram.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for May 2023 was 61.2%, average daily room rate was \$92.78, the revenue per available room was \$56.80, and the number of rooms sold were 7,212.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. 2023 Hospitality Awards are tabled for next meeting.

America250PA

1. The cleanup project at Water Dam Rd is ready to go for July 20th. Approximately 40 individuals will be on site to assist with trash pick up and anything else needed.
2. JoAnne Marshall shared updates that not many applications are being received by America250PA for the Infrastructure Improvements and Projects Grants. A project that still is seeking additional funding for competition is the Waynesburg Parks. No one is opposed to that project submitting an application.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Nothing to report at this time.

PUBLIC COMMENT

1. No public comment.

ADJOURNMENT

1. The meeting adjourned at 3:49 p.m. by a motion from Blair Zimmerman and seconded by Amy Hopkins. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, August 16 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2023 – Q3
Wednesday, July 12, 2023

| Date | Invoice # | Vendor | Memo | Account | Amount |
|-------------|------------------|---|--|----------------|---------------|
| 05/31/2023 | 2487 | County of Greene General Fund | May Payroll | HM | 4,256.18 |
| 05/31/2023 | 2488 | County of Greene General Fund | May Windstream | HM | 14.64 |
| 05/31/2023 | 2490 | County of Greene General Fund | May Cell Phone | HM | 42.09 |
| 06/14/2023 | 13693 | New South Media, Inc. | WV Living (Sumemr 2023) - Full Page Ad | HM | 1,750.00 |
| 06/14/2023 | | Greene County Chamber of Commerce | Chamber Directory 2023- 24 - Full Page Ad | HM | 250.00 |
| 06/30/2023 | 23060010 | WANB Radio | June Tourism Radio (WANB-12 spots) | HM | 240.00 |
| 06/30/2023 | 23060054 | WKVE Radio | June Tourism Radio (WKVE-16 spots) | HM | 320.00 |
| 06/30/2023 | AMEX-June | County of Greene General Fund | American Express (June 2023) | HM | 1,662.14 |
| 06/30/2023 | | R&D Watters' Septic Service, Inc. | Water Dam Rd Clean Up | HM | 247.50 |
| 07/01/2023 | GCTPA0723P | Pennsylvania On Display | PA Distribution (July 2023) | HM | 448.00 |
| 07/01/2023 | INV10- 026755 | CTM Media Group Inc. | Ohio Distribution (July 2023) | HM | 603.76 |
| 07/05/2023 | 12803 | Business View | Greene County PA Feature - Bronze Ad | HM | 1,650.00 |

Total **\$11,484.31**

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account