

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, August 16, 2023

Present

Dan Bazzoli, Casey Durdines, Courtney Hursey, Heidi Jamison, Ben McMillen, Liz Menhart, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Jared Bennett, Amy Hopkins, Bethany Tanner, Sandy Wilson, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. Ben McMillen called the meeting to order at 3:32 p.m.
2. Casey Durdines made the motion and Heidi Jamison seconded to approve the July 12, 2023 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balances as of July 31, 2023 were: Hotel/Motel Tax at \$321,111.83 and TPA Fundraising at \$33,426.88.

ACCOUNTS PAYABLE

1. Blair Zimmerman made the motion and Casey Durdines seconded to approve the August 16, 2023 Disbursement Request (Attachment 1) totaling \$7,956.32. Motion passed with Ben McMillen abstaining.

DIRECTOR REPORT

1. JoAnne Marshall reported that the two interns have finished their summer internship and both are interested in coming back when school resumes to complete unfinished projects.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. JoAnne Marshall shared the July 2023 Advertising Summary that featured print in GoXplore and GO Magazine, WANB and WKVE radio ads, VisitPA Happy Thoughts Eblast, and digital reach through VisitGreene platforms which includes 11,195 users on the website, 220,464 users on Facebook, and 37,062 users on Instagram.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for June 2023 was 62.5%, average daily room rate was \$91.35, the revenue per available room was \$57.11, and the number of rooms sold were 7,127.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. Heidi Jamison made the motion and Courtney Hursey seconded to move forward with the 2023 Hospitality Awards as done last year. Motion passed with Blair Zimmerman opposing.

America250PA

1. The Pennsylvania Day service project on July 20th was successful with volunteers. There were communication struggles with America250PA along the way. A close-out report for the grant funding will be submitted before the end of the month.

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 4:17 p.m. by a motion from Courtney Hursey and seconded by Heidi Jamison. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, September 13 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2023 – Q3
Wednesday, August 16, 2023

Date	Invoice #	Vendor	Memo	Account	Amount
06/30/2023	2492	County of Greene General Fund	June Windstream	HM	14.64
06/30/2023	2Q - Indirect Admin	County of Greene General Fund	2nd Quarter Administration	HM	916.62
07/19/2023	2102390	Producers Supply Company, LLC	America250PA - Supplies	FR	1,240.82
07/19/2023	3200004 31736	County of Greene General Fund	America250PA - Supplies @ Walmart	FR	105.58
07/19/2023	3200008 97254	County of Greene General Fund	America250PA - Supplies @ Walmart	FR	69.00
07/20/2023	671226	5 Kidz Kandy	America250PA - Lunch and Breakfast	FR	592.62
07/20/2023	D194	Hilltop Packs Coffee Co	National PA Day - Coffee	HM	70.00
07/25/2023		Laick Design	Online Submission Forms	HM	100.00
07/31/2023	2307000 8	WANB Radio	July Tourism Radio (WANB-13 spots)	HM	260.00
07/31/2023	2307004 6	WKVE Radio	July Tourism Radio (WKVE-16 spots)	HM	320.00
07/31/2023	AMEX- July	County of Greene General Fund	American Express (July 2023)	HM	2,296.70
08/01/2023	GCTPA08 23P	Pennsylvania On Display	PA Distribution (August 2023)	HM	448.00
08/01/2023	INV10- 027524	CTM Media Group Inc.	Ohio Distribution (August 2023)	HM	603.76
08/02/2023	Miller	County of Greene General Fund	Travel Expenses (Miller) 7/20-7/22 @ 38.7 miles	HM	25.35
08/03/2023	Cortazzo	County of Greene General Fund	Travel Expenses (Cortazzo) 6/26-8/3 @ 66 miles	HM	43.23
08/15/2023	84621	Miles Media Group, LLLP	VisitPA E-Newsletter Ad (August 2023)	HM	850.00

Total **\$7,956.32**

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account