

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, September 13, 2023

Present

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

Absent

Jared Bennett, Amy Hopkins, Heidi Jamison, Bethany Tanner, 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 Blair Zimmerman seconded to approve the August 16, 2023 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Courtney Hursey reported the ending balances as of August 31, 2023 were: Hotel/Motel Tax at \$321,038.96 and TPA Fundraising at \$33,486.88.

ACCOUNTS PAYABLE

1. Blair Zimmerman made the motion and Casey Durdines seconded to approve the September 13, 2023 Disbursement Request (Attachment 1) totaling \$8,927.35. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall reported that she has attended 50's Fest and will be attending the Covered Bridge Festival to obtain video footage that will be edited into promo videos for next year.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Liz Menhart made the motion and Casey Durdines seconded to attend the Greene County Association of Township Officials on October 19th as a vendor for \$50. Vote was unanimous.
2. Blair Zimmerman made the motion and Courtney Hursey seconded with the vote unanimous to purchase the following from Miles Media:
 - a. Custom Content Article renewal for \$1,995,
 - b. Lead Generation for April 1-June 30, 2024 for \$2,000,
 - c. Monthly Newsletter feature for 2 months at \$850 per month,
 - d. and Programmatic Media Program for 2 months of 800,000 impressions for \$12,000.
3. Dan Bazzoli made the motion and Casey Durdines seconded to purchase the \$1,695 front strip and full-page back cover combo package for the Buckwheat Festival from The Dominion Post. Vote was unanimous.
4. JoAnne Marshall shared the August 2023 Advertising Summary that featured print in Morgantown Magazine and Civil Municipal Magazine, WANB and WKVE radio ads, VisitPA Happy Thoughts Eblast, Google Responsive Display, Basis Technology Video Streaming, and digital reach through VisitGreene platforms which includes 12,034 users on the website, 163,959 users on Facebook, and 29,752 users on Instagram.

Special Projects

1. The Shop and Dine Holiday Coupon Book was discussed with requests for the expiration to be the end of January. A committee meeting will be set to discuss further details of the project.
2. The 12 Days of Christmas project was tabled due to the scams currently going on social media platforms.

Hotel/Motel Tax

1. Hotel occupancy for July 2023 was 61.6%, average daily room rate was \$88.66, the revenue per available room was \$54.65, and the number of rooms sold were 7,261.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. Discussion was held on possible meeting dates for the partnership meeting.

America250PA

1. Nothing to report at this time.

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 4:20 p.m. by a motion from Blair Zimmerman and seconded by Liz Menhart. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, October 11 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2023 – Q3
Wednesday, September 13, 2023

Date	Invoice #	Vendor	Memo	Account	Amount
07/25/2023	538738	JoAnne E Marshall	America250PA - Chestnut Valley Landfill	HM	69.32
08/18/2023	280781	Where & When	Where & When (Fall 2023): Half Page Ad	HM	1,366.00
08/24/2023	13862	New South Media, Inc.	Morgantown (Fall 2023) - Full Page Ad	HM	800.00
08/31/2023	23080009	WANB Radio	August Tourism Radio (WANB-13 spots)	HM	260.00
08/31/2023	23080053	WKVE Radio	August Tourism Radio (WKVE-20 spots)	HM	400.00
08/31/2023	AMEX-August	County of Greene General Fund	American Express (August 2023)	HM	1,578.27
09/01/2023	INV10-028643	CTM Media Group Inc.	Ohio Distribution (September 2023)	HM	603.76
09/12/2023	14898	Red House Communications	Online Responsive and Responsive Display (August 2023)	HM	3,000.00
09/15/2023	85858	Miles Media Group, LLLP	VisitPA E-Newsletter Ad (September 2023)	HM	850.00

Total **\$8,927.35**

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account