

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, January 17, 2024

Present

Shane Cole, Casey Durdines, Heidi Jamison, Liz Menhart, Christy Orndorff, Kevin Paul, Deneen Rhodes, Sandy Throckmorton, and Sandy Wilson. Staff: JoAnne Marshall.

Absent

Amy Hopkins, Courtney Hursey, Bethany Tanner, and Blair Zimmerman.

Quorum Present? Yes

CALL TO ORDER:

1. JoAnne Marshall called the meeting to order at 3:37pm.
2. Casey Durdines made the motion and Kevin Paul seconded to nominate and appoint Sandy Wilson as president. Vote was unanimous.
3. Sandy Throckmorton made the motion and Christy Orndorff seconded to nominate and appoint Casey Durdines as Vice-President. Vote was unanimous.
4. Casey Durdines made the motion and Heidi Jamison seconded to nominate and appoint Courtney Hursey as Treasurer and Liz Menhart as Secretary. Vote was unanimous.
5. Casey Durdines made the motion and Heidi Jamison seconded to approve the December 13, 2023 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balances as of December 29, 2023 were: Hotel/Motel Tax at \$418,388.31 and TPA Fundraising at \$33,726.62.

ACCOUNTS PAYABLE

1. Kevin Paul made the motion and Sandy Throckmorton seconded to change the signatories of the Fundraising Account at Community Bank to JoAnne Marshall, Sandy Wilson, Casey Durdines, Courtney Hursey and Liz Menhart. Vote was unanimous.
2. Casey Durdines made the motion and Liz Menhart seconded to approve the January 17, 2024 Disbursement Request (Attachment 1) totaling \$16,573.13. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared that all marketing went out as scheduled while the office was closed January 1-15, 2024 due to vacation.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. JoAnne Marshall shared the December 2023 Advertising Summary that featured WANB and WKVE radio ads, a WV Living print ad, and digital reach through VisitGreene platforms which includes 4,279 users on the website, 124,208 users on Facebook, and 4,451 users on Instagram.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for November 2023 was 56.3%, average daily room rate was \$93.57, the revenue per available room was \$52.72, and the number of rooms sold were 6,423.
2. Kevin Paul made the motion and Deneen Rhodes seconded to approve the renewal of the STR Monthly Trends report for one-year at \$3,675 from STR/CoStar. Vote was unanimous.

Long-Range Planning

1. Nothing to report at this time.

Partnership

1. Nothing to report at this time.

America250PA

1. Nothing to report at this time.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. The following individuals agreed to chair a tourism committee:
 - a. Advertising and Promotion: Christy Orndorff
 - b. Bylaws: Casey Durdines
 - c. Finance: Sandy Throckmorton
 - d. Special Projects: Deneen Rhodes
 - e. Hotel/Motel Tax and Long-Range Strategic: JoAnne Marshall
 - f. Partnership: Liz Menhart
 - g. America250PA: Amy Hopkins

PUBLIC COMMENT

1. No public comment.

ADJOURNMENT

1. The meeting adjourned at 4:30pm by a motion from Casey Durdines. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, February 14 at 3:30 p.m.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2024 – Q1

Wednesday, January 17, 2024

Date	Invoice #	Vendor	Memo	Account	Amount
09/30/2023	2403	County of Greene General Fund	September Windstream	HM	15.59
10/31/2023	2404	County of Greene General Fund	October Windstream	HM	15.55
11/30/2023	2406	County of Greene General Fund	November Cell Phone	HM	42.22
11/30/2023	2409	County of Greene General Fund	November Windstream	HM	15.55
11/30/2023	2492	County of Greene General Fund	November Payroll	HM	3,321.50
12/29/2023	2408	County of Greene General Fund	December Payroll	HM	4,886.72
12/29/2023	16328	Observer- Reporter	2024 Meeting Legal Notice Customer #W74210	HM	84.06
12/31/2023	2407	County of Greene General Fund	December Cell Phone	HM	42.22
12/31/2023	2410	County of Greene General Fund	December Accrual Payroll	HM	877.19
12/31/2023	23120010	WANB Radio	December Tourism Radio (WANB-13 spots)	HM	260.00
12/31/2023	23120055	WKVE Radio	December Tourism Radio (WKVE-16 spots)	HM	300.00
12/31/2023	AMEX- December	County of Greene General Fund	American Express (December 2023)	HM	1,042.11
01/01/2024	INV10- 031411	CTM Media Group Inc.	Ohio Distribution (January 2024)	HM	620.42
01/15/2024	92449	Miles Partnership, LLLP	Happy Traveler Guide (2024) - Full Page Ad	HM	5,050.00
Total					\$16,573.13

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account