

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, March 13, 2024

Present

Amy Hopkins, Courtney Hursey, Liz Menhart, Christy Orndorff, Deneen Rhodes, Sandy Throckmorton, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Shane Cole, Casey Durdines, Heidi Jamison, Kevin Paul, and Bethany Tanner.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:38pm.
2. Blair Zimmerman made the motion and Courtney Hursey seconded to approve the February 14, 2024 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Courtney Hursey reported the ending balances as of February 29, 2024 were: Hotel/Motel Tax at \$398,027.44 and TPA Fundraising at \$34,311.61.

ACCOUNTS PAYABLE

1. Blair Zimmerman made the motion and Amy Hopkins seconded to approve the March 13, 2024 Disbursement Request (Attachment 1) totaling \$15,307.44. Vote was unanimous.
2. Deneen Rhodes made the motion and Christy Orndorff seconded to pay West Greene FFA Greenhouse invoice #000253 for \$250 and 4 Seasons Lawn & Garden invoice #365868 for \$146.25. Vote passed with Courtney Hursey abstaining.

DIRECTOR REPORT

1. JoAnne Marshall shared that we most likely will see heavier travel on I-79 following the Solar Eclipse on Monday, April 8th.
2. VisitPITTSBURGH will be holding their annual meeting on Wednesday, March 27th at Stage AE.
3. JoAnne Marshall shared that Homeland Security has worked with our office through Emergency Management. In the past, it has just been sharing upcoming large events. Now they have increased their proactive measures and are reviewing events of all sizes.
4. A new option for mailing bulk mail and Visitor Guides may be available to us through MPB with their mailing and storage services. We should see a significant decrease in postage expenses and will try it for a month.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Amy Hopkins made the motion and Blair Zimmerman seconded to approve a full-page ad and Gardiner Expressway billboard with Canada Travel & Lifestyle Magazine for \$3,500. Vote was unanimous.
2. Courtney Hursey made the motion and Christy Orndorff seconded to approve a half-page ad in the summer and fall issues of Where and When for \$1,437 per issue. Vote was unanimous.
3. Deneen Rhodes made the motion and Christy Orndorff seconded to approve Shrpa's Weekender package for \$5,500 plus \$750 Lodging Add-On. Vote was unanimous.

4. Liz Menhart made the motion and Blair Zimmerman seconded to approve Carmichaels Chamber of Commerce's full-page Dinner Dance program ad and membership dues for \$140. Vote was unanimous.
5. JoAnne Marshall shared the February 2024 Advertising Summary that featured WANB and WKVE radio ads and digital reach through VisitGreene platforms which includes 8,142 users on the website, 61,104 users on Facebook, and 811 users on Instagram.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for January 2024 was 48.3%, average daily room rate was \$88.61, the revenue per available room was \$42.80, and the number of rooms sold were 5,690.

Long-Range Planning

1. JoAnne Marshall shared that Placer is reviewing the accuracy of visitor volume at various locations.

Partnership

1. The annual partnership meeting will follow the board meeting.

America250PA

1. Nothing to report at this time.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Christy Orndorff made the motion and Courtney Hursey seconded to approve paying up to \$1,500 to Mountaineer Country CVB for the High Point event bid reception. Vote was unanimous.
2. Blair Zimmerman made the motion and Christy Orndorff seconded to approve a letter of support for Greene County's congressionally directed spending request for a 3-mile ADA trail loop at Wisecarver. Vote was unanimous.
3. Blair Zimmerman made the motion and Courtney Hursey seconded to approve reducing all merchandise inventory to \$5 at sidewalk sale type of event with RGB Coffee. Partners may be offered the opportunity to purchase merchandise at the \$5 rate. Vote was unanimous.
4. Deneen Rhodes made the motion and Amy Hopkins seconded to approve a letter of support for Rivers of Steel's Pennsylvania Historical & Museum Commission's Keystone Historic Preservation Construction Grant for the W.A. Young & Son's Foundry and Machine Shop. Vote was unanimous.

PUBLIC COMMENT

1. No comments.

ADJOURNMENT

1. The meeting adjourned at 4:12pm by a motion from Courtney Hursey and seconded by Sandy Throckmorton. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, April 10 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

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

Wednesday, March 13, 2024

Date	Invoice #	Vendor	Memo	Account	Amount
11/30/2023	2420	County of Greene General Fund	November Copier & Color Copies	HM	247.88
12/31/2023	2421	County of Greene General Fund	December Copier & Color Copies	HM	239.20
01/31/2024	2422	County of Greene General Fund	January Copier & Color Copies	HM	240.85
02/29/2024	2423	County of Greene General Fund	February Payroll	HM	3,434.68
02/29/2024	2424	County of Greene General Fund	February Copier & Color Copies	HM	255.07
02/29/2024	2425	County of Greene General Fund	February Cell Phone	HM	42.22
02/29/2024	2426	County of Greene General Fund	February HRA	HM	80.60
02/29/2024	2427	County of Greene General Fund	February Windstream	HM	15.60
02/29/2024	24020011	WANB Radio	February Tourism Radio (WANB-12 spots)	HM	240.00
02/29/2024	24020046	WKVE Radio	February Tourism Radio (WKVE-18 spots)	HM	360.00
02/29/2024	AMEX- February	County of Greene General Fund	American Express (February 2024)	HM	276.47
03/01/2024	94893	Miles Media Group, LLLP	VisitPA.com - Constant Content Article Renewal	HM	1,995.00
03/01/2024	INV10- 032553	CTM Media Group Inc.	Ohio Distribution (March 2024)	HM	620.42
03/01/2024	INV730	VisitPITTSBURGH	2024 Pittsburgh Visitors Guide - Half Page Ad	HM	5,700.00
03/08/2024	17	Silvertongue Ink	Content Articles (1 qty)	HM	100.00
03/08/2024		Laick Design	Website Updates and PHP 8.0 Upgrade	HM	60.00
03/08/2024		Lucien Schroyer	Annual Partnership Meeting - Music & Equipment	FR	300.00
03/12/2024	150103	5 Kidz Kandy	Annual Meeting Catering (55 people)	FR	1,099.45
Total					\$15,307.44

Legend

HM	Hotel/Motel Tax Account
FR	TPA Fundraising Bank Account