

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, May 8, 2024

Present

Shane Cole, Casey Durdines, Liz Menhart, Deneen Rhodes, Sandy Throckmorton, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Amy Hopkins, Courtney Hursey, Heidi Jamison, Christy Orndorff, Kevin Paul, and Bethany Tanner.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:32pm.
2. Casey Durdines made the motion and Sandy Throckmorton seconded to approve the April 10, 2024 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balance as of April 30, 2024 for the TPA Fundraising was \$35,503.99. The Hotel/Motel Tax account was not available at the time of the meeting.

ACCOUNTS PAYABLE

1. Casey Durdines made the motion and Blair Zimmerman seconded to approve the May 8, 2024 Disbursement Request (Attachment 1) totaling \$9,487.05. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared that the state tourism office will be making an announcement with Governor Shapiro on Monday, May 20th about a new brand for Pennsylvania tourism.
2. A proclamation will be given to the Commissioner's Office for National Travel and Tourism Week on May 19-25, 2024. Board members are invited to attend the Commissioner's meeting. Date and time will be sent out.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Blair Zimmerman made the motion and Casey Durdines seconded to purchase the Page 3 ad in The Dominion Post's Summer Guide for \$1,250. Vote was unanimous.
2. Casey Durdines made the motion and Sandy Throckmorton seconded to approve the purchase of a full-page ad in the program guide for Waynesburg University's Golf Outing. Vote was unanimous.
3. The April 2024 Advertising featured digital reach through VisitGreene platforms which includes 6,531 users on the website, 205,465 users on Facebook, and 1,887 users on Instagram. Content Interactions on social media continue to increase. Additional reach includes print ads in the Go Xplore, WV Living, and Insider's Guide Pittsburgh. Radio reach continued through WANB and WKVE.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for March 2024 was 51.9%, average daily room rate was \$90.05, the revenue per available room was \$46.70, and the number of rooms sold were 6,109.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in April 2024 with represented 453.1K visits from 153.2K visitors. The top zip codes were Morgantown, WV; Washington, PA; Uniontown, PA; Masontown, PA; Fredericktown, PA; Smithfield, PA; Fairmont, WV; and Brownsville, PA. Attendance for events continues to reflect 25% lower than 2022 numbers.
2. Discussion was held on offering partners to view a report for 2023 data. Communication will start to go out about that opportunity.

Partnership

1. Nothing to report at this time.

America250PA

1. Discussion was held on volunteering at Greene County United Way's Stuff the Bus in August. The event continues to expand and they always need additional volunteers.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Casey Durdines made the motion and Blair Zimmerman seconded to approve the letter of support to Representative Reschenthaler for the County of Greene's FY2025 Community Project Funding Request. Vote was unanimous.

PUBLIC COMMENT

1. No comments.

ADJOURNMENT

1. The meeting adjourned at 4:01pm by a motion from Blair Zimmerman and seconded by Casey Durdines. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, June 12 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2024 – Q2

Wednesday, May 8, 2024

Date	Invoice #	Vendor	Memo	Account	Amount
03/31/2024	030328	Observer-Reporter	Xplore Magazine (Spring 2024) - Inside Cover Ad	HM	1,000.00
04/19/2024		Laick Design	Domain Renewal (gogreeneconomy.com)	HM	25.00
04/25/2024	14560	New South Media, Inc.	WV Weddings (Spring/Summer 2024) - Full Page Ad	HM	1,750.00
04/30/2024	2431	County of Greene General Fund	March Windstream	HM	15.54
04/30/2024	2432	County of Greene General Fund	April Cell Phone	HM	42.50
04/30/2024	2433	County of Greene General Fund	April Payroll	HM	3,434.67
04/30/2024	2434	County of Greene General Fund	April Copier & Color Copies	HM	253.91
04/30/2024	2435	County of Greene General Fund	April 2024 HRA	HM	161.21
04/30/2024	24040010	WANB Radio	April Tourism Radio (WANB-13 spots)	HM	260.00
04/30/2024	24040025	WKVE Radio	April Tourism Radio (WKVE-18 spots)	HM	360.00
04/30/2024	AMEX-April	County of Greene General Fund	American Express (April 2024)	HM	913.80
05/01/2024	0019	1331 Studios	Car Show Brochure Design	HM	650.00
05/01/2024	INV10-033871	CTM Media Group Inc.	Ohio Distribution (April 2024)	HM	620.42
Total					\$9,487.05

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account