

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, June 12, 2024

Present

Casey Durdines, Liz Menhart, Christy Orndorff, Kevin Paul, Deneen Rhodes, and Bethany Tanner.
Staff: JoAnne Marshall.

Absent

Shane Cole, Amy Hopkins, Courtney Hursey, Heidi Jamison, Sandy Throckmorton, Sandy Wilson, and Blair Zimmerman.

Quorum Present? Yes

CALL TO ORDER:

1. Casey Durdines called the meeting to order at 3:36pm.
2. Kevin Paul made the motion and Deneen Rhodes seconded to approve the May 8, 2024 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balance as of May 31, 2024 for the Hotel/Motel Tax account was \$420,531.59 and the TPA Fundraising was \$35,824.56.

ACCOUNTS PAYABLE

1. Liz Menhart made the motion and Kevin Paul seconded to approve the June 12, 2024 Disbursement Request (Attachment 1) totaling \$16,069.25. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared that High Point invited Tourism to attend the Opening Ceremony of the High Point National on Saturday, June 15. Bethany Tanner expressed interest in attending.
2. The Warrior Trail Association asked for JoAnne Marshall to their meeting on Thursday, June 20th to share about Placer.ai and capturing data of tourists in Greene County.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Kevin Paul made the motion and Bethany Tanner seconded to purchase a full-page ad from Miles Partnership in the 2025 Pennsylvania State Travel Guide for \$10,1000 with a possibility of a 25% match grant from the state tourism office. Vote was unanimous.
2. Liz Menhart made the motion and Christy Orndorff seconded to purchase a full-page ad from King Coal Association for the 2024 Coal Show program for \$150. Vote was unanimous.
3. JoAnne Marshall shared information about the state's new tourism brand and new vendors that are geared towards tourism marketing.
4. Discussion was held that we cannot delete comments made through VisitGreene's social media channels as they are considered a person's freedom of speech and we are a government agency. The County of Greene is currently researching vendors to record all content on our platforms as our social media is considered public record.
5. The May 2024 Advertising featured digital reach through VisitGreene platforms which includes 7,894 users on the website, 526,424 users on Facebook, and 3,948 users on Instagram. Content Interactions on social media increased to over 13,000 interactions. Additional paid reach includes

print ads in the Morgantown Magazine and Canada Magazine, a billboard on Gardiner Expressway in Toronto, Canada on May 6-12, and participation in the Happy Thoughts Eblast through VisitPA. Radio reach continued through WANB and WKVE.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for April 2024 was 45.4%, average daily room rate was \$90.48, the revenue per available room was \$41.08, and the number of rooms sold were 5,176.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in May 2024 with represented 621.4K visits from 218.3K visitors. The top zip codes were Morgantown, WV; Washington, PA; Uniontown, PA; Masontown, PA; Fredericktown, PA; Smithfield, PA; Fairmont, WV; and Brownsville, PA.

Partnership

1. Nothing to report at this time.

America250PA

1. Greene County United Way's Stuff the Bus event is Wednesday, August 14th. They are requesting volunteer assistance to distribute clothing. Discussion was held on recruitment and supply donations marketed through the America250PA Greene County program on eblast and social media.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Nothing to report at this time.

PUBLIC COMMENT

1. No comments.

ADJOURNMENT

1. The meeting adjourned at 4:05pm by a motion from Christy Orndorff. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, July 10 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

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

Wednesday, June 12, 2024

Date	Invoice #	Vendor	Memo	Account	Amount
04/03/2024	2436	County of Greene General Fund	April Windstream	HM	15.54
05/01/2024	27585	PA Restaurant & Lodging Association	PRLA DMO Dues (7/2024-6/2025)	HM	1,098.00
05/09/2024		Waynesburg University	32nd Annual Golf Outing - Full Page Ad	FR	500.00
05/10/2024	14627	New South Media, Inc.	Morgantown (Summer 2024) - Full Page Ad	HM	800.00
05/10/2024	18	Silvertongue Ink	Content Articles (1 qty)	HM	100.00
05/15/2024	98309	Miles Partnership	VisitPA E-Newsletter Ad (May 2024)	HM	850.00
05/16/2024	113654	MPB Print & Sign Superstore	Car Show Brochures	FR	2,970.69
05/24/2024	307107	Where & When	Where & When (Summer 2024): Half Page Ad	HM	1,437.00
05/26/2024	32619	West Virginia Newspaper Publishing Co.	Guide to Summer - Page 3 Ad	HM	1,250.00
05/31/2024	2438	County of Greene General Fund	May Payroll	HM	4,895.10
05/31/2024	2437	County of Greene General Fund	May Cell Phone	HM	42.50
05/31/2024	24050022	WKVE Radio	May Tourism Radio (WKVE-18 spots)	HM	360.00
05/31/2024	24050009	WANB Radio	May Tourism Radio (WANB-14 spots)	HM	280.00
06/01/2024	INV10- 034867	CTM Media Group Inc.	Ohio Distribution (June 2024)	HM	620.42
06/15/2024	99692	Miles Partnership	VisitPA E-Newsletter Ad (June 2024)	HM	850.00
Total					\$16,069.25

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account