

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, July 10, 2024

Present

Casey Durdines, Courtney Hursey, Liz Menhart, Christy Orndorff, Deneen Rhodes, Bethany Tanner, Sandy Throckmorton, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Shane Cole, Amy Hopkins, Heidi Jamison, and Kevin Paul.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:32pm.
2. Blair Zimmerman made the motion and Casey Durdines seconded to approve the June 12, 2024 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balance as of June 28, 2024 for the Hotel/Motel Tax account was \$426,405.81 and the TPA Fundraising was \$32,328.87.

ACCOUNTS PAYABLE

1. Casey Durdines made the motion and Christy Orndorff seconded to approve the July 10, 2024 Disbursement Request (Attachment 1) totaling \$21,931.65. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared that the Tourism Office will be closed July 22 through August 5 due to time off. All digital campaigns will be prescheduled for continued release.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. The June 2024 Advertising featured digital reach through VisitGreene platforms which includes 8,575 users on the website, 239,708 users on Facebook, and 4,816 users on Instagram. Additional paid reach includes print ads in WV Living and radio reach through WANB and WKVE.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for May 2024 was 46.9%, average daily room rate was \$91.28, the revenue per available room was \$42.77, and the number of rooms sold were 5,520.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in June 2024 with represented 672.1K visits from 261.6K 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. Volunteer Day will be held at Greene County United Way's Stuff the Bus event is from 10am to 2pm on Wednesday, August 14th. Shifts will be available to sign up including setup and teardown.
2. Sandy Throckmorton made the motion and Deneen Rhodes seconded to purchase 100 t-shirts for Volunteer Day from the lowest quote. Motion passed with Bethany Tanner and Sandy Wilson abstaining.

OLD BUSINESS

1. Bethany Tanner shared an idea about bringing racers into Waynesburg for a meet and greet or similar event during the High Point National to increase engagement in Greene County.

NEW BUSINESS

1. Nothing to report at this time.

PUBLIC COMMENT

1. No comments.

ADJOURNMENT

1. The meeting adjourned at 4:08pm by a motion from Casey Durdines. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, August 14 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2024 – Q3

Wednesday, July 10, 2024

Date	Invoice #	Vendor	Memo	Account	Amount
05/31/2024	AMEX-May	County of Greene General Fund	American Express (May 2024)	HM	2,551.02
06/12/2024	14771	New South Media, Inc.	WV Living (Summer 2024) - Full Page Ad	HM	1,750.00
06/30/2024	2439	County of Greene General Fund	May Windstream	HM	15.54
06/30/2024	2440	County of Greene General Fund	June Payroll	HM	3,434.67
06/30/2024	24060008	WANB Radio	June Tourism Radio (WANB-12 spots)	HM	240.00
06/30/2024	240500240 60021	WKVE Radio	June Tourism Radio (WKVE-16 spots)	HM	320.00
06/30/2024	777- 272123- 690007	LEARFIELD	2024-25 WV Sponsorship Customer # KR207208	HM	13,000.00
07/01/2024	INV10- 035607	CTM Media Group Inc.	Ohio Distribution (July 2024)	HM	620.42
Total					\$21,931.65

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account