

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, August 14, 2024

Present

Amy Hopkins, Liz Menhart, Kevin Paul, Bethany Tanner, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Shane Cole, Casey Durdines, Courtney Hursey, Heidi Jamison, Christy Orndorff, Deneen Rhodes, and Sandy Throckmorton.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:34pm.
2. Blair Zimmerman made the motion and Bethany Tanner seconded to approve the July 10, 2024 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. JoAnne Marshall reported the ending balance as of July 31, 2024 for the TPA Fundraising was \$32,328.87. The Hotel/Motel Tax account balance was not available at the time of the meeting.

ACCOUNTS PAYABLE

1. Kevin Paul made the motion and Amy Hopkins seconded to approve the August 14, 2024 Disbursement Request (Attachment 1) totaling \$9,579.33. Vote passed with Bethany Tanner abstaining.

DIRECTOR REPORT

1. JoAnne Marshall shared that all digital campaigns went as scheduled during the office closure.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Blair Zimmerman made the motion and Amy Hopkins seconded to approve the vendor registration at the Greene County Association of Township Officials' Conference on Thursday, October 17 for \$50. Vote was unanimous.
2. Amy Hopkins made the motion and Blair Zimmerman seconded to approve a premium full page with the Observer-Reporter in the First Federal of Greene County's 100th anniversary publication for \$950. Vote passed with Liz Menhart abstaining.
3. Amy Hopkins made the motion and Kevin Paul seconded to approve pursuing purchases from Miles Partnership for 2025 including a new Custom Content article for \$2,995; Online Leads Program for \$2,100 for a quarter; 4 to 6 monthly newsletter featured event/deal for \$850 each; and Programmatic Media Program's \$6,000 package of Native and Display ads. JoAnne Marshall will review opportunities with Miles Partnership and create a marketing timeline for September's meeting. Vote was unanimous.

4. The July 2024 Advertising featured digital reach through VisitGreene platforms which includes 12,802 users on the website, 285,091 users on Facebook, and 5,230 users on Instagram. Additional paid reach includes radio reach through WANB and WKVE. Greene County was also highlighted in the PA Travel Newsletter for July 2024 and Rivers of Steel Newsletter on July 26, 2024.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for June 2024 was 53.8%, average daily room rate was \$94.52, the revenue per available room was \$50.82, and the number of rooms sold were 6,129.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in July 2024 with represented 522K visits from 176.1K 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 at Greene County United Way's Stuff the Bus event was successful. As the event took place earlier in the day, numbers were not available at the time of the meeting.
2. The America250PA's Infrastructure Improvements and Projects Grant was unfunded and grant requests were declined. This included a request from Greene County for improvements to the Waynesburg Parks.
3. The Grand Lodge of Pennsylvania is reviewing sites for the planting of a Liberty Tree in Greene County later this fall. Sites have been narrowed down to two locations, the Greene County Veterans Memorial Park and the Waynesburg Parks.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Blair Zimmerman submitted his resignation from the Tourism Board and shared his appreciation for the time he has spent on the board and the friends made.. Commissioner McClure would like to have Megan Phillips take his seat.

PUBLIC COMMENT

1. No comments.

ADJOURNMENT

1. The meeting adjourned at 4:35pm by a motion from Blair Zimmerman and seconded by Amy Hopkins. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, September 11 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

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

Wednesday, August 14, 2024

Date	Invoice #	Vendor	Memo	Account	Amount
05/31/2024	2446	County of Greene General Fund	May Copier & Color Copies	HM	259.21
06/30/2024	2441	County of Greene General Fund	June Cell Phone	HM	42.50
06/30/2024	2447	County of Greene General Fund	June Copier & Color Copies	HM	265.69
06/30/2024	AMEX-June	County of Greene General Fund	American Express (June 2024)	HM	1,126.93
07/19/2024		Laick Design	Online Submission Forms	HM	100.00
07/31/2024	2442	County of Greene General Fund	June Windstream	HM	15.49
07/31/2024	2443	County of Greene General Fund	July Payroll	HM	3,500.40
07/31/2024	2444	County of Greene General Fund	July Cell Phone	HM	42.52
07/31/2024	2445	County of Greene General Fund	July 2024 HRA	HM	214.94
07/31/2024	2448	County of Greene General Fund	July Copier & Color Copies	HM	242.51
07/31/2024	24070006	WANB Radio	July Tourism Radio (WANB-14 spots)	HM	280.00
07/31/2024	24070014	WKVE Radio	July Tourism Radio (WKVE-18 spots)	HM	360.00
07/31/2024	AMEX-July	County of Greene General Fund	American Express (July 2024)	HM	1,394.78
08/01/2024	INV10- 036648	CTM Media Group Inc.	Ohio Distribution (August 2024)	HM	620.42
08/09/2024	3658	Embroid'em	America250PA Stuff the Bus T-Shirts (102 qty)	FR	1,113.94
Total					\$9,579.33

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account