

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, January 15, 2020**

**Present**

Don Chappel, Matt Cumberledge, Courtney Hursey, Ben McMillen, Nicole Mitchell, Kevin Paul, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall. Guest: Mike Belding.

**Absent**

Derek Garcia, Justin McWilliams, Christy Orndorff, Adam Stokes, and Shelley Younken.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Courtney Hursey called the meeting to order at 3:31 p.m. in the 2<sup>nd</sup> floor conference room of the County Building.
2. Board members in attendance introduced themselves.
3. Nicole Mitchell was nominated for the office of Vice-President and Sandy Wilson was nominated for the office of Secretary/Treasurer. Don Chappel made the motion and Matt Cumberledge seconded to elect Nicole Mitchell as Vice-President and Sandy Wilson as Secretary/Treasurer. Vote was unanimous.
4. Blair Zimmerman made the motion and Nicole Mitchell seconded, with the vote unanimous, to appoint the following as committee chairs:
  - a. Sandy Wilson – Partnership Committee
  - b. Courtney Hursey – Advertising/Promotion Committee
  - c. Justin McWilliams – Hotel/Motel Committee
  - d. Sandy Wilson – Fundraising Committee
  - e. Kevin Paul and Matt Cumberledge - Long-Range Strategic Committee
  - f. Don Chappel – Bylaws Committee
  - g. Don Chappel – Finance Committee
  - h. Nicole Mitchell and Ann Bargerstock – Grant Committee
5. Blair Zimmerman made the motion and Kevin Paul seconded to approve the December 11, 2019 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE:**

1. As of December 31, 2019, the Hotel/Motel 3% Tax Account ending balance is \$135,949.42; the TPA Fundraising Account ending balance is \$49,939.96; and the TPA MMA Savings Account ending balance is \$10,988.96.
2. Options for better returns on the Money Market Savings Account will be discussed with the County Treasurer.

**ACCOUNTS PAYABLE:**

1. Matt Cumberledge made the motion and Kevin Paul seconded to change the Community Bank TPA Fundraising Account signatories to Courtney Hursey, Nicole Mitchell, Sandy Wilson and JoAnne Marshall. Vote was unanimous.
2. Nicole Mitchell made the motion and Ben McMillen seconded to approve the January 15, 2020 Disbursement Request sheet (Attachment 1). Vote was unanimous.

## **DIRECTOR REPORT:**

1. JoAnne Marshall attended the Pittsburgh & It's Countryside meeting on Monday, January 13 hosted by Butler County. Representatives from VisitPITTSBURGH, Lawrence County, Mercer County, Armstrong County, Beaver County and Laurel Highlands were present. Future outcomes include working together as a region to market our area and seeking funding.
2. The Upper Ohio Valley Regional Tourism meeting is scheduled for Wednesday, January 22 in New Martinsville WV.
3. There will be a Pennsylvania Tourism Summit in Harrisburg on March 25-26 for Destination Marketing Organizations and all sectors of the travel and tourism industry.
4. A social media push is planned for National Plan for Vacation Day on Tuesday, January 28.
5. Two anniversaries for 2020 include the 50<sup>th</sup> Annual Washington & Greene Counties' Covered Bridge Festival with Carmichaels Covered Bridge as one of the initial festival sites, and the 50<sup>th</sup> Anniversary Gross National Product Concert at Waynesburg University.

## **COMMITTEE REPORTS**

### **Advertising**

1. Thirty-nine ads were sold for the 2020 Official Visitor Guide with a total revenue of \$8,175 surpassing our goal of \$7,500. Feature stories include a reprint from the GreeneScene Community Magazine, a reprint from the Greene County Magazine, and new content written by Matt Cumberledge. The timeline for proofing and review allows delivery of the product in time for the Annual Partnership Meeting.
2. Three mock-ups of the cover for the Visitor Guide were reviewed by the board. The single image of the Scott Covered Bridge was the majority favorite.
3. Ben McMillen made the motion and Kevin Paul seconded to award the 2020 Official Visitor Guide print bid of 25,000 quantity with 40 pages plus the cover to Rhodes & Hammers Printing for \$14,645. Vote was unanimous.
4. Blair Zimmerman made the motion and Don Chappel seconded to award the Greene County Map print bid of 10,000 quantity to Rhodes & Hammers Printing for \$4,388. Vote was unanimous.
5. Blair Zimmerman made the motion and Matt Cumberledge seconded to award the Greene County Map large scale print bid of 6 quantity to Rhodes & Hammers Printing for \$650. Vote was unanimous.
6. JoAnne Marshall presented the draft of the 2019 Social Media Key Metrics which reflected 856,218-page impressions to Facebook users in 33 states and 13 countries.
7. The board will decline advertising at this time in Herald-Standard's Laurel Highlands Magazine due to budget constraints, but will revisit the publication if finances permit.
8. Don Chappel made the motion and Sandy Wilson seconded for the Tourism Office to attend Observer-Reporter's Kid's Fest on March 7 and The Greater Pittsburgh Food Truck Festival on May 22-24.

### **Bylaws**

*Nothing to report at this time.*

### **Finance**

*Nothing to report at this time.*

### **Fundraising**

*Nothing to report at this time.*

## **Grants**

1. Nicole Mitchell made the motion and Sandy Wilson seconded to approve the final disbursement for the capital grants of \$2,500 for Jacktown Fair Board's Commercial Hall Heat/Air Project, \$1,000 for Warrior Trail Association's Trail Improvement Project, and \$2,500 for Rivers of Steel Heritage Corporation's W.A. Young & Sons Foundry and Machine Shop Preservation Phase 3 Project. Vote was unanimous.
2. Matt Cumberledge made the motion and Ben McMillen seconded to approve the final disbursement for the advertising grants of \$500 for The Perfect Arrangement & Lily Bees' Tri-State Marketing Initiative, and \$200 for Warrior Trail Association's Trail Marketing Project. Vote was unanimous.
3. Don Chappel made the motion and Kevin Paul seconded to approve the final disbursement for the advertising grant of \$150 for Nathanael Greene CDC's Holiday Craft Blast pending committee review. Vote was unanimous.
4. The 2020 Grant Program applications will be reviewed by the Grant Committee and their recommendations will be presented to the board in February. The board will then submit their final recommendations to the Greene County Commissioners for approval. Distribution of grant awards will be announced during the Commissioners public meeting the third week of February and grant awardees will be recognized during the Annual Partnership Meeting.

## **Hotel/Motel Tax**

1. Hotel occupancy for November 2019 was 41.4% with an average daily room rate of \$86.71 and revenue per available room at \$35.94.

## **Long-Range Strategic Planning**

*Nothing to report at this time.*

## **Partnership**

1. Greene County Farmer's Association, Fashion Shoppe, ManKind Gentlemens Cuts, Momma's Flags, and Waynesburg Sewing Center joined as partners.
2. Currently the Tourism Office has received 108 out of 120 renewals, 8 new partnerships, and 5 cancellations for 2020.

## **OLD BUSINESS:**

*Nothing to report at this time.*

## **NEW BUSINESS:**

1. The Annual Partnership Meeting will be held on Wednesday, March 4 at Valley View Farm Venue. A keynote speaker will be added to the agenda and Donna Holdorf, executive director of National Road Heritage Corridor, has agreed to speak on working together to create a destination and an experience. Sponsorship opportunities will be available.
2. Conversation has begun with the Red Brick Firm and PRSSA from Waynesburg University to offer a Social Media Panel for Tourism Partners in April.

## **PUBLIC COMMENT:**

*Nothing to report at this time.*

## **ADJOURNMENT:**

1. The meeting adjourned at 4:50 p.m. by a motion from Blair Zimmerman and seconded by Matt Cumberledge. The next meeting will be Wednesday, February 12 at 3:30 p.m. in the 2<sup>nd</sup> Floor Conference Room of the County Building.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency  
Disbursement Request - FY 2020 - Q1  
Wednesday, January 15, 2020**

<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>HM</b>	<b>FR</b>	<b>MM</b>	<b>Amount</b>
12/13/2019	076408	County of Greene General Fund	Travel Expenses - Mileage (Marshall @ 168.4 miles)	X			\$ 97.67
12/22/2019		Herald-Standard	Herald-Standard Final Circulation - End 12/22/19	X			\$ 7.88
12/31/2019	120484	Observer-Reporter	Greene County Magazine (Winter) - Quarter Page Ad	X			\$ 228.00
01/01/2020	34664	Miles Media Group, LLLP	2020 Happy Traveler and Digital Advertising	X			\$ 3,253.32
01/01/2020	6939	VisitPITTSBURGH	2020 Visitor Guide and Digital Advertising	X			\$ 5,700.00
01/01/2020	GCTPA0120P	Pennsylvania On Display	PA Brochure Distribution (January 2020)	X			\$ 336.00
01/01/2020	INV8534	CTM Media Group Inc.	Amish Country Distribution Program (January 2020)	X			\$ 424.58
01/01/2020	2652	Greene County Chamber of Commerce	Chamber 2020 Membership	X			\$ 100.00
01/10/2020	465086	STR, Inc.	DMO Destination Report (1-Year)	X			\$ 2,200.00
01/10/2020	W74210	Observer-Reporter	Public Notice - 2020 Tourism Meeting Dates	X			\$ 82.90

**TOTAL REQUESTED THIS REPORT      \$ 12,430.35**