

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, February 12, 2020

Present

Matt Cumberledge, Courtney Hursey, Nicole Mitchell, Christy Orndorff, Kevin Paul, Sandy Wilson, Shelley Younken, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent

Don Chappel, Derek Garcia, Ben McMillen, Justin McWilliams, and Adam Stokes.

Quorum Present? Yes

CALL TO ORDER:

1. Courtney Hursey called the meeting to order at 3:32 p.m. in the 2nd floor conference room of the County Building.
2. Blair Zimmerman made the motion and Matt Cumberledge seconded to approve the January 15, 2020 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of January 31, 2020, the Hotel/Motel 3% Tax Account ending balance is \$139,949.42; the TPA Fundraising Account ending balance is \$55,169.96; and the TPA MMA Savings Account ending balance is \$10,990.36.

ACCOUNTS PAYABLE:

1. Blair Zimmerman made the motion and Nicole Mitchell seconded to approve the February 12, 2020 Disbursement Request sheet (Attachment 1). Vote was unanimous.

DIRECTOR REPORT:

1. JoAnne attended the Upper Ohio Valley Regional Tourism meeting on Wednesday, January 22 in New Martinsville WV. Two new counties from Ohio have joined the group and the next three meetings have been set for March 18 in Weirton WV, May 20 in Moundsville WV, and July 22 in Caldwell OH.
2. For National Plan for Vacation Day on January 28, several of the 2020 annual events were announced on our Facebook page which created engagement and increased followers.

COMMITTEE REPORTS

Advertising

1. Nicole Mitchell made the motion and Matt Cumberledge seconded to not purchase advertising in the Observer-Reporter's Greene County Magazine at this time.
2. The Visitor Guide is at the printer and will be ready in time for the unveiling at the March 4 partnership meeting. The Greene County Map had over 100 corrections and is at the printer. The approximate arrival date with the additional file prep hours is the end of March.
3. "The Right Content for Social Media" is a panel and workshop hosted by Tourism and Waynesburg University's PRSSA and Red Brick Firm from 6 to 8 p.m. on Wednesday, April 15. It will be free for Tourism Partners and Waynesburg University faculty, staff and students. Registration fees for other participants is \$10 and will be split between the organizations.

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 Blair Zimmerman seconded to approve the recommendation of the distribution of \$16,500 in 2020 Advertising Grant awards (Attachment 2). Vote passed with Matt Cumberledge, Kevin Paul and Christy Orndorff abstaining.
2. Kevin Paul made the motion and Matt Cumberledge seconded to approve the recommendation of the distribution of \$10,000 in 2020 Capital Grant awards (Attachment 3). Vote passed with Shelley Younken and Blair Zimmerman abstaining.

Hotel/Motel Tax

1. Hotel occupancy for December 2019 was 37.3% with an average daily room rate of \$86.58 and revenue per available room at \$32.30.

Long-Range Strategic Planning

Nothing to report at this time.

Partnership

1. The 2020 Partnership Program consists of: 113 renewals from 120 previous partnerships; 10 new partners with Mickey's Mens Store, Brady's Roadhouse and G&H Sporting Goods joining in January; and seven cancellations from Buddy's, Greene County IDA, Dunkard Creek Watershed, First Presbyterian Church of Waynesburg, Humane Society of Greene County, Mt. Morris VFD & Auxiliary, and River Town Program.

OLD BUSINESS:

1. Blair Zimmerman made the motion and Kevin Paul seconded to approve the catering contract of \$1,106.25 for 5 Kidz Kandy for the Annual Partnership Meeting held on March 4, 2020. 50% is due up front and 50% due upon the event date. Vote was unanimous.
2. Nicole Mitchell made the motion and Sandy Wilson seconded to approve the Pannier signage contract of \$14,312 for the production of 20 informational signs along the Greene River Trail pending solicitor review. Vote was unanimous.
3. Kevin Paul made the motion and Nicole Mitchell seconded to approve the payment of \$7,517.63 to the Greene County Historical Society for the research of the informational signs along the Greene River Trail. Vote passed with Matt Cumberledge abstaining.
4. An unveiling ceremony of the Greene River Trail signage is planned in conjunction with the Hammer-In at noon on Saturday, April 18 at the W.A. Young & Sons Foundry and Machine Shop in Rices Landing. Press will be released through Rivers of Steel and Greene County Tourism to gain awareness of both events.

NEW BUSINESS:

1. Nicole Mitchell made the motion and Christy Orndorff seconded to participate in the American Cancer Society's Paint the Town Purple Banner campaign for \$150. Vote was unanimous.
2. Matt Cumberledge made the motion and Shelley Younken seconded to purchase a bench at the Greene County Veteran's Memorial Park for \$2,500. Vote was unanimous.
3. National Travel & Tourism Week will be held May 3-9 with the theme "Travel Works." Discussion was held to host a reception with cake at the Welcome Center during one of the evenings and invite the community.
4. The Tourism Office will celebrate 25 years in July since it was formed and designated by the County as the official Tourist Promotion Agency. Sandy Wilson suggested to form a committee to hold an event to celebrate the anniversary.

PUBLIC COMMENT:

Nothing to report at this time.

ADJOURNMENT:

1. The meeting adjourned at 4:25 p.m. by a motion from Blair Zimmerman and seconded by Matt Cumberledge. The next meeting will be Wednesday, March 11 at 3:30 p.m. in the 2nd 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, February 12, 2020

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
01/15/2020	2192	County of Greene General Fund	December Payroll & Accrual	X			\$ 7,404.69
01/15/2020	2193	County of Greene General Fund	December Verizon Cell Phone	X			\$ 61.21
01/15/2020	2194	County of Greene General Fund	Sales Tax 4th Quarter	X			\$ 7.67
01/15/2020	2195	County of Greene General Fund	December Postage	X			\$ 134.85
02/01/2020		CTM Media Group Inc.	Amish Country Distribution Program (Feb. 2020)	X			\$ 424.58
02/01/2020	35183	Miles Media Group, LLLP	2020 Happy Traveler and Digital Advertising	X			\$ 3,253.32
02/01/2020	GCTPA0220P	Pennsylvania On Display	PA Brochure Distribution (Feb. 2020)	X			\$ 336.00
02/10/2020		Greater Moundsville CVB	2020 Visitor Guide - Full Page Ad	X			\$ 900.00
02/11/2020	077073	County of Greene General Fund	January Travel Expenses (Marshall - 258.80 miles)	X			\$ 148.81

TOTAL REQUESTED THIS REPORT \$ 12,671.13

2020 Advertising Grant Recommendations

Event/Project	Tourism Partner	Award Recommendation
50s Fest & Car Cruise	Waynesburg Prosperous & Beautiful	\$500
Art Blast on the Mon.....	Nathanael Greene CDC	\$0
Aviation Days	SOAR of Greene County	\$500
Chaos in Coal Country	Hard Core Derby Promotions.....	\$500
Farm to Fork.....	Observer-Reporter	\$500
GCHS Marketing.....	Greene County Historical Society	\$2,000
Google Photos & Video Project.....	Memories & Melodies.....	\$0
Greene County Fair	Greene County Fair Board.....	\$1,000
Greene Cuisine	Greene County United Way	\$0
Jacktown Fair	Jacktown Fair Board	\$1,000
Lucas Oil Mega Pull	Greene County Fair Board.....	\$1,000
Miss Rain Day.....	Rain Day Scholarship Inc.	\$500
National Alpaca Farm Days	Lippencott Alpacas	\$500
PA Bituminous Coal Show	King Coal Association	\$500
PA Women's Leadership Conference.....	Greene County Farm Bureau	\$250
Rain Day Festival	Special Events Commission.....	\$750
Riverfest	Rices Landing Volunteer Fire Department.....	\$750
Save A Horse Stable Open House	Save A Horse Stable Inc.....	\$0
Sheep & Fiber Festival.....	Waynesburg Prosperous & Beautiful.....	\$750
Sounds of Summer.....	Waynesburg Lions Club.....	\$500
Sporting Clay Shoot.....	Washington Health System Greene	\$0
Sports Clinics.....	EQT REC Center	\$500
SWPA HauntedCon	Haunted Hills and Hollows	\$1,000
The Victory 5K.....	The Victory 5K	\$0
Tri-State Marketing Program	The Perfect Arrangement/Lily Bee's Gift Shop	\$750
Wedding Pro Advertisement.....	Valley View Farm Venue	\$1,000
White Covered Bridge Festival.....	White Covered Bridge Association.....	\$1,000
WP&B Website Upgrade.....	Waynesburg Prosperous & Beautiful.....	\$750

Attachment 3

2020 Capital Grant Recommendations

Event/Project	Tourism Partner	Award Recommendation
5 Kidz Kandy's Dumbwaiter	5 Kidz Kandy	\$5,000
Milliken Amphitheater Enhancement.....	Waynesburg Lions Club.....	\$5,000
Inflatable Obstacle Course.....	EQT REC Center	\$0
Poor Farm Cemetery Cross Project.....	Greene County Historical Society	\$0
Gift and Floral Shop Expansion	The Perfect Arrangement/Lily Bee's Gift Shop	\$0
Greene County Veterans Memorial Park.....	Waynesburg VFW Post 4793.....	\$0