

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, September 11, 2024**

**Present**

Shane Cole, Casey Durdines, Amy Hopkins, Liz Menhart, Megan Phillips, Deneen Rhodes, Bethany Tanner, Sandy Throckmorton, and Sandy Wilson. Staff: JoAnne Marshall.

**Absent**

Courtney Hursey, Heidi Jamison, Christy Orndorff, and Kevin Paul.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Sandy Wilson called the meeting to order at 3:35pm.
2. An introduction of board members was held while welcoming Megan Phillips to the board.
3. Shane Cole made the motion and Casey Durdines seconded to approve the August 14, 2024 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. JoAnne Marshall reported the ending balance as of August 30, 2024 for the Hotel/Motel Tax account was \$446,549.36 and the TPA Fundraising was \$31,214.93.

**ACCOUNTS PAYABLE**

1. Casey Durdines made the motion and Shane Cole seconded to approve the September 11, 2024 Disbursement Request (Attachment 1) totaling \$8,712.64. Vote was unanimous.

**DIRECTOR REPORT**

1. JoAnne Marshall shared that the County was reviewing budgets for 2025. Our portion of the County budget consists of the Indirect Administration fee for the Local Occupancy Tax and 25% of the tourism personnel expenses.
2. 50's Fest is on Saturday, September 14 and our office will be open. If possible, the event will be used to decrease the remaining merchandise in stock.

**COMMITTEE REPORTS**

**Finance**

1. Nothing to report at this time.

**Advertising**

1. Amy Hopkins made the motion and Deneen Rhodes seconded to approve the purchase and timeline from Miles Partnership as outline below. Vote was unanimous.
  - a. New Custom Content Article on [www.VisitPA.com](http://www.VisitPA.com) for \$2,995;
  - b. Online Leads Program on [www.VisitPA.com](http://www.VisitPA.com) during Quarter 2 for \$2,100;
  - c. VisitPA Monthly E-newsletter Feature for February, May, July, September and October at \$850 per month;
  - d. Native Advertising on [www.VisitPA.com](http://www.VisitPA.com) during Quarter 3 for \$975;
  - e. Programmatic Media Program on external websites in September for \$6,000.
2. Liz Menhart made the motion and Bethany Tanner seconded to approve the purchase of a full-page ad in The Dominion Posts' Buckwheat Festival special section for \$895. Vote was unanimous.

3. The August 2024 Advertising featured digital reach through VisitGreene platforms which includes 10,094 users on the website, 371,812 users on Facebook, and 1,744 users on Instagram. Additional paid reach includes radio reach through WANB and WKVE. Print media included Morgantown Magazine, Greene County Chamber Resource Guide, King Coal Program, and WV Football Guide.

#### **Special Projects**

1. Nothing to report at this time.

#### **Hotel/Motel Tax**

1. Hotel occupancy for July 2024 was 58.1%, average daily room rate was \$90.89, the revenue per available room was \$52.81, and the number of rooms sold were 6,845.

#### **Long-Range Planning**

1. JoAnne Marshall shared the Placer.ai data for Greene County in August 2024 with represented 569.1K visits from 185.2K visitors. The top zip codes were Morgantown, WV; Washington, PA; Uniontown, PA; Masontown, PA; Canonsburg, PA; Fredericktown, PA; Fairmont, WV; and Brownsville, PA.

#### **Partnership**

1. Nothing to report at this time.

#### **America250PA**

1. The Grand Lodge of Pennsylvania choose the Greene County Veterans Memorial Park for the planting of a Liberty Tree in Greene County later this fall. A ceremony will be held tentatively in October for the planting.

#### **OLD BUSINESS**

1. Nothing to report at this time.

#### **NEW BUSINESS**

1. No action was taken on the promotion of Pop A Cork Pet A Pup event at the Christian W. Klay Winery.
2. Amy Hopkins made the motion and Sandy Throckmorton seconded to set up as a vendor for \$30 at Waynesburg University's Business & Communication Job and Internship Fair on September 25. Vote was unanimous.

#### **PUBLIC COMMENT**

1. No comments.

#### **ADJOURNMENT**

1. The meeting adjourned at 4:23pm by a motion from Shane Cole. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, October 9 at 3:30pm.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency**  
**Disbursement Request - FY 2024 – Q3**  
**Wednesday, September 11, 2024**

<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>Account</b>	<b>Amount</b>
03/31/2024	2450	County of Greene General Fund	1st Quarter Administration	HM	728.71
06/30/2024	2451	County of Greene General Fund	2nd Quarter Administration	HM	1,128.86
07/24/2024		Greene Co. Assoc. of Township Officials	2024 Greene Co Twp Conference - Vendor	HM	50.00
08/15/2024	14920	New South Media, Inc.	Morgantown (Fall 2024) - Full Page Ad	HM	800.00
08/31/2024	2449	County of Greene General Fund	July Windstream	HM	15.50
08/31/2024	AMEX- August	County of Greene General Fund	American Express (August 2024)	HM	3,312.15
08/31/2024		WANB Radio	August Tourism Radio (WANB-13 spots)	HM	260.00
08/31/2024		WKVE Radio	August Tourism Radio (WKVE-18 spots)	HM	360.00
09/01/2024	314612	Where & When	Where & When (Fall 2024): Half Page Ad	HM	1,437.00
09/01/2024	INV10- 037444	CTM Media Group Inc.	Ohio Distribution (September 2024)	HM	620.42

**Total** **\$8,712.64**

**Legend**

HM            Hotel/Motel Tax Account  
FR            TPA Fundraising Bank Account