

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, November 13, 2024

Present

Casey Durdines, Liz Menhart, Christy Orndorff, Kevin Paul, Megan Phillips, Deneen Rhodes, and Bethany Tanner. Staff: JoAnne Marshall.

Absent

Shane Cole, Amy Hopkins, Heidi Jamison, Sandy Throckmorton, and Sandy Wilson.

Quorum Present? Yes

CALL TO ORDER:

1. Casey Durdines called the meeting to order at 3:31pm.
2. With Courtney Hursey's resignation from the board on October 9, 2024, Kevin Paul made the motion and Megan Phillips seconded to appoint Liz Menhart as Secretary/Treasurer. Vote was unanimous.
3. Deneen Rhodes made the motion and Kevin Paul seconded to approve the October 9, 2024 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Liz Menhart reported the ending balance as of October 31, 2024 for the Hotel/Motel Tax account was \$446,549.36 and the TPA Fundraising was \$31,539.31.

ACCOUNTS PAYABLE

1. Deneen Rhodes made the motion and Bethany Tanner seconded to approve the November 13, 2024 Disbursement Request (Attachment 1) totaling \$7,399.56. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall spoke at the Township Conference in October on Placer. There was minimal feedback from those in attendance.
2. The Greene County Chamber of Commerce is recognizing Tourism for a milestone membership. Christy Orndorff will be in attendance and accept the recognition.
3. JoAnne Marshall shared that VisitPittsburgh is developing a Southwestern PA Group Tour County Alliance for group tour and travel. Financing for the project would be based on \$5 per hotel room per county or \$1,900 a year for Greene County. Board discussion was in favor of working as a region on group tour and travel.
4. A meeting was held with the County's Budget Director to discuss the tourism portion of the budget. The anticipated hotel tax collected was increased \$10,000 for a total of \$220,000.
5. The IT Department is replacing copier's this month. A new copier lease contract will go into effect.
6. The Tourism Office will be closed around the Thanksgiving and Christmas holidays to use up remaining vacation days.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Kevin Paul made the motion and Deneen Rhodes seconded to approve the purchase of a ½-page ad in the Greater Moundsville CVB 2025 Visitors Guide for \$900. Vote was unanimous.

2. The September 2024 advertising summary featured digital reach through VisitGreene platforms which includes 7,014 users on the website, 233,270 users on Facebook, and 1,166 users on Instagram. Additional paid reach includes radio reach through WANB, WKVE, and WV Football. Print media included WV Living, Observer-Reporter's First Federal Savings & Loan publication, Where & When Magazine, and Dominion Post's Buckwheat Edition.
3. The October 2024 advertising summary featured digital reach through VisitGreene platforms which includes 6,215 users on the website, 191,655 users on Facebook, and 5,359 users on Instagram. Additional paid reach includes radio reach through WANB, WKVE, and WV Football. Print media included GoXplore and America250PA editorial in GreeneScene Magazine.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for September 2024 was 54.8%, average daily room rate was \$93.50, the revenue per available room was \$51.21, and the number of rooms sold were 6,244.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in October 2024 with represented 481.1K visits from 161.2K 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. Kevin Paul moved to continue the current partnership program for 2025, and Deneen Rhodes seconded the motion. However, they agreed to eliminate the Premier Partnership package option. Vote was unanimous.
2. Discussion on the Hospitality Awards Program was held. The program will be reviewed and finalized at the December meeting.

America250PA

1. The Fort Jackson Chapter of the Sons of the American Revolution unveiled their Revolutionary War memorial at the Greene County Veterans Memorial Park on Sunday, November 10th. JoAnne Marshall was a speaker on behalf of America250PA.
2. America250PA announced Semiquin Grants which awards up to \$20,000 in a 50/50 matching grant for programming and events. JoAnne Marshall will email the information out to the partnership.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Liz Menhart made the motion and Kevin Paul seconded to nominate Lori Hellen, Ben McMillen and Deneen Rhodes for 2025-27 board positions. Vote was unanimous.

PUBLIC COMMENT

1. No comments.

