

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, January 8, 2025

Present

Shane Cole, Lori Hellen, Ben McMillen, Christy Orndorff, Kevin Paul, Deneen Rhodes, and Sandy Wilson. Staff: JoAnne Marshall.

Absent

Amy Hopkins, Heidi Jamison, Megan Phillips, Bethany Tanner, and Sandy Throckmorton.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:40pm.
2. Ben McMillen made the motion and Shane Cole seconded to appoint Deneen Rhodes as president. Vote was unanimous.
3. Ben McMillen made the motion and Christy Orndorff seconded to appoint Shane Cole as vice-president. Vote was unanimous.
4. Sandy Wilson made the motion and Shane Cole seconded to appoint Christy Orndorff as Secretary/Treasurer. Vote was unanimous.
5. Shane Cole made the motion and Kevin Paul seconded to approve the December 11, 2024 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Christy Orndorff reported the ending balance as of December 31, 2024 for the TPA Fundraising was \$31,660.08. The Hotel/Motel Tax account balance was unavailable at the time of the meeting.

ACCOUNTS PAYABLE

1. Kevin Paul made the motion and Ben McMillen seconded to approve the change of signatories with the Community Bank Fundraising Account to the current officers and tourism director: Deneen Rhodes, Shane Cole, Christy Orndorff, and JoAnne Marshall. Vote was unanimous.
2. Shane Cole made the motion and Kevin Paul seconded to approve the January 8, 2025 Disbursement Request (Attachment 1) totaling \$41,148.17. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall gave an overall office update including:
 - a. Lenora Stanko at the I-79 Welcome Center is retiring.
 - b. The county acquired a new domain and email addresses have changed to @greenecountpa.gov.
 - c. The state released tourism grant funding for various projects. The Pittsburgh region is looking at applying collectively for grant funding for the group travel project.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Kevin Paul made the motion and Ben McMillen seconded to approve CTM Media Group's 2025 proposal of brochure distribution and VisitorFun Digital Signage in the NRS Greater Pittsburgh Network and Greater Cleveland Network for \$16,200 and a ½-panel ad in the Ohio Amish Visitors Map for \$1,100. Vote was unanimous.
2. Kevin Paul made the motion and Shane Cole seconded to approve a full-page ad in Greene County Chamber of Commerce's 2025-26 Community/Business Resource Guide and Member Directory for \$275. Vote was unanimous.
3. The December 2024 advertising summary featured digital reach through VisitGreene platforms which includes 4,177 users on the website, 147,554 users on Facebook, and 1,779 users on Instagram. Additional paid reach includes radio reach through WANB, WKVE, and WVU Basketball. Print media included *WV Living*.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for November 2024 was 46.6%, average daily room rate was \$93.77, the revenue per available room was \$43.72, and the number of rooms sold were 5,315.

Long-Range Planning

1. Shane Cole made the motion and Kevin Paul seconded to purchase Placer.ai's Events Dataset and AGS Non-Resident Pop datasets for 1-year at \$1,500 each. Vote was unanimous.
2. JoAnne Marshall shared the Placer.ai data for Greene County in December 2024 with represented 427.5K visits from 142.5K 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. Deneen Rhodes made the motion and Christy Orndorff seconded to approve the 2024 Hospitality Awards program. Vote was unanimous.
2. Shane Cole made the motion and Kevin Paul seconded to hold the Annual Partnership Meeting for Tuesday, March 11, 2025 at Valley View Farm Venue with venue rental costs up to \$750. Vote passed with Christy Orndorff abstaining.

America250PA

1. The deadline for the Semiquin Grants, which awards up to \$20,000 in a 50/50 matching grant for programming and events, is December 15th. Emails were sent out to the partnership notifying them of the opportunity.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Shane Cole made the motion and Kevin Paul seconded to approve the 2025 Southwestern PA Group Tour County Alliance agreement with a yearly commitment of \$1,900. Vote was unanimous.
2. Committee Chair appointments are postponed until February's meeting.

PUBLIC COMMENT

- 1. No comments.

ADJOURNMENT

- 1. The meeting adjourned at 4:39pm by a motion from Kevin Paul and seconded by Christy Orndorff. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, February 12 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Attachment 1

**Greene County Tourist Promotion Agency
Disbursement Request - FY 2025 – Q1
Wednesday, January 8, 2025**

Date	Invoice #	Vendor	Memo	Account	Amount
11/30/2024	2465	County of Greene General Fund	November Windstream	HM	16.13
11/30/2024	2464	County of Greene General Fund	November Payroll	HM	5,026.58
12/03/2024	7951	Greene County Chamber of Commerce	2025 Chamber Dues & Resource Guide	HM	400.00
12/13/2024	15371	New South Media, Inc.	WV Living (Winter 2024) - Full Page Ad	HM	1,750.00
12/20/2024	12.440024 26	Placer.ai	Placer.ai Platform Access and Chains Demographics	HM	27,562.00
12/24/2024	19629	Observer-Reporter	2025 Meeting Legal Notice Customer #W74210	HM	141.72
12/31/2024	AMEX-December	County of Greene General Fund	American Express (December 2024)	HM	2,636.74
12/31/2024	24120017	WKVE Radio	December Tourism Radio (WKVE-18 spots)	HM	360.00
12/31/2024	24120009	WANB Radio	December Tourism Radio (WANB -13 spots)	HM	260.00
01/01/2025	109461	Miles Partnership	VisitPA.com - Constant Content Article	HM	2,995.00

Total **\$ 41,148.17**

Legend

- HM Hotel/Motel Tax Account
- FR TPA Fundraising Bank Account