

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

Present

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

Absent

Shane Cole, Casey Durdines, Amy Hopkins, Heidi Jamison, and Sandy Throckmorton.

Quorum Present? Yes

CALL TO ORDER:

1. Sandy Wilson called the meeting to order at 3:30pm.
2. Bethany Tanner made the motion and Megan Phillips seconded to approve the November 13, 2024 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Liz Menhart reported the ending balance as of November 30, 2024 for the Hotel/Motel Tax account was \$503,894.06 and the TPA Fundraising was \$31,539.31.

ACCOUNTS PAYABLE

1. Bethany Tanner made the motion and Deneen Rhodes seconded to approve the December 11, 2024 Disbursement Request (Attachment 1) totaling \$10,236.71. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall shared that the office will be closed on Thursday, December 19th through the end of the year to use up vacation time. Social media has already been scheduled to release through the middle of January.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Deneen Rhodes made the motion and Bethany Tanner seconded to approve Observer-Reporter's proposal of a full-page ad on Page 3 in *Go Xplore* in four editions at \$1,000 each for a total of \$4,000. Vote was unanimous.
2. Deneen Rhodes made the motion and Kevin Paul seconded to approve New South Media's proposal of a full-page ad in *Morgantown Magazine* for four issues at \$800 each, a full-page ad in *WV Living* for four issues at \$1,750 each, and a full-page ad in *WV Weddings* for Spring/Summer at \$1,750 for a total of \$11,950. Vote was unanimous.
3. The November 2024 advertising summary featured digital reach through VisitGreene platforms which includes 5,715 users on the website, 137,999 users on Facebook, and 2,434 users on Instagram. Additional paid reach includes radio reach through WANB, WKVE, WV Football and Basketball. Print media included *Morgantown Magazine* and event listings in *Where & When*.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for October 2024 was 58.5%, average daily room rate was \$97.91, the revenue per available room was \$57.30, and the number of rooms sold were 6,894.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in November 2024 with represented 451.3K visits from 157.2K 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. Deneen Rhodes made the motion and Christy Orndorff seconded to approve the 2024 Hospitality Awards program. Vote was unanimous.
2. Discussion was held on setting the Annual Partnership Meeting for Tuesday, March 11, 2025 at Valley View Farm Venue.

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. Kevin Paul made the motion and Christy Orndorff seconded to approve the 2025 board meeting dates for the 2nd Wednesday of the month at 3:30pm and to send out a public notice. Vote was unanimous.

PUBLIC COMMENT

1. No comments.

ADJOURNMENT

1. The meeting adjourned at 3:55pm by a motion from Liz Menhart. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, January 8 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2024 – Q4
Wednesday, December 11, 2024

Date	Invoice #	Vendor	Memo	Account	Amount
10/31/2024	2462	County of Greene General Fund	October 2024 HRA	HM	107.47
10/31/2024	2460	County of Greene General Fund	October Windstream	HM	16.16
10/31/2024	2461	County of Greene General Fund	October Cell Phone	HM	42.56
11/30/2024	2463	County of Greene General Fund	November 2024 HRA	HM	107.47
11/30/2024	AMEX- November	County of Greene General Fund	American Express (November 2024)	HM	1,187.67
11/30/2024	24110018	WKVE Radio	November Tourism Radio (WKVE-16 spots)	HM	320.00
11/30/2024	24110009	WANB Radio	November Tourism Radio (WANB -13 spots)	HM	260.00
12/01/2024	INV10- 039552	CTM Media Group Inc.	Ohio Distribution (December 2024)	HM	620.38
12/15/2024	107945	Miles Partnership	Happy Traveler Guide (2025) - Full Page Ad	HM	7,575.00
Total					\$10,236.71

Legend

HM	Hotel/Motel Tax Account
FR	TPA Fundraising Bank Account