

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, April 9, 2025

Present

Shane Cole, Ben McMillen, Christy Orndorff, Kevin Paul, Megan Phillips, and Deneen Rhodes. Staff: JoAnne Marshall. Guest: Judy Snyder.

Absent

Lori Hellen, Amy Hopkins, Heidi Jamison, Bethany Tanner, Sandy Throckmorton, and Sandy Wilson.

Quorum Present? Yes

CALL TO ORDER:

1. Deneen Rhodes called the meeting to order at 3:41pm.
2. Shane Cole made the motion and Megan Phillips seconded to approve the March 12, 2025 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Christy Orndorff reported the ending balance as of March 31, 2025 for the TPA Fundraising was \$27,624.04 and the Hotel/Motel Tax was \$471,943.12.

ACCOUNTS PAYABLE

1. Ben McMillen made the motion and Shane Cole seconded to approve the April 9, 2025 Disbursement Request (Attachment 1) totaling \$14,197.58. Vote was unanimous.
2. Shane Cole made the motion and Kevin Paul seconded to approve payments for WANB Radio of \$260 and WKVE Radio of \$320 for March 2025 Tourism Minute spots. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall gave an overall office update including:
 - a. The office will be closed April 24-May 6, 2025 for vacation;
 - b. An offer to bid on the County Commissioners Association of Pennsylvania's Conference was declined due to the inability to meet basic requirements;
 - c. The County of Greene is conducting a Greene County Regional Trail Master Plan with public input through an online survey and focus groups;
 - d. The Greene County Commissioners recently hosted Secretary Redding for a discussion on agritourism;
 - e. Updates were provided to VisitPA for their website directory listings;
 - f. VisitPITTSBURGH is offering us a brochure spot in the new Pittsburgh Airport Welcome Center and also included us on a recent FAM tour (familiarization tour) the first weekend in April;
 - g. And Tourism Week will be held May 4-10th with invitations to set up as a vendor at Welcome Centers available to all hospitality businesses.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Kevin Paul made the motion and Christy Orndorff seconded to approve the 2025-26 WVU Football, Basketball and Baseball advertising for \$13,000. Vote was unanimous.
2. Advertising highlights for Quarter 1 featured digital reach through VisitGreene platforms which includes 16,707 users on the website, 420,574 users on social media, and over 1.25 million views on social media. Additional paid reach includes radio reach through WANB, WKVE, WVU Basketball, and WVU Baseball. Print media included the *Pennsylvania Travel Guide*, *WV Living*, *Morgantown Magazine*, and *Pittsburgh Insider's Guide*.

Special Projects

1. Kevin Paul made the motion and Shane Cole seconded to approve a monthly photo contest with a monthly prize of a \$100 gift card to a local business. Winning photos of the year will have an opportunity to win a grand prize of a \$250 gift card. Vote was unanimous.

Hotel/Motel Tax

1. Hotel occupancy for January 2025 was 35.9%, average daily room rate was \$80.22, the revenue per available room was \$28.80, and the number of rooms sold were 4,229.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in February 2025 with represented 369.5K visits from 124.8K visitors.
2. JoAnne Marshall shared the Placer.ai data for Greene County in March 2025 with represented 429.1K visits from 145.2K visitors. The top zip codes were Morgantown, WV; Washington, PA; Uniontown, PA; Masontown, PA; Canonsburg, PA; Fredericktown, PA; Fairmont, WV; Smithfield, PA; and Brownsville, PA.

Partnership

1. The first monthly partnership meet-up will be held at 5:30pm on Thursday, May 22 at RGB Coffee. Ben McMillen will be presenting a demo on live video for Facebook.
2. The 2025 Annual Meeting was well received with 61 in attendance. General consensus on the panel was that attendees enjoyed knowledgeable speakers that were energetic about Greene County while not being from here. Discussion was held on turning the 2026 meeting into an event with a Greene County Showcase. The general opinion was positive to move forward with an event format.

America250PA

1. America250PA opened Round 2 application cycle of the Semiquin Grants. Non-profits and municipality/county governments are eligible to apply.
2. A spring reception will be held in Canonsburg on Tuesday, May 6th to benefit the Scholarship Program. Tickets are available now.

OLD BUSINESS

1. Kevin Paul made the motion and Megan Phillips seconded to appoint JoAnne Marshall as chair for all committees. Vote was unanimous.

NEW BUSINESS

1. Kevin Paul made the motion and Ben McMillen seconded to sign a joint letter of support for the 2026 marketing statewide funding with the Pennsylvania Destination Marketing Organizations. Vote was unanimous.

PUBLIC COMMENT

1. Judy Snyder with State Rep. Bud Cook’s office shared about challenging high school students to share their vision of the future. Presentations will be made on May 16th.

ADJOURNMENT

1. The meeting adjourned at 4:37pm by a motion from Ben McMillen. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, May 14 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Attachment 1

**Greene County Tourist Promotion Agency
Disbursement Request - FY 2025 – Q2
Wednesday, April 9, 2025**

Date	Invoice #	Vendor	Memo	Account	Amount
03/18/2025	2476	County of Greene General Fund	February Payroll	HM	3,573.08
03/21/2025	15563	New South Media, Inc.	WV Living (Spring 2024) - Full Page Ad	HM	1,750.00
03/31/2025	AMEX-March	County of Greene General Fund	American Express (March 2025)	HM	1,158.78
03/31/2025	SXL 2487	Table Magazine	Table Magazine - Full Page Ad (March 2025)	HM	3,800.00
04/01/2025	113332	Miles Partnership	VisitPA.com: Online Lead Generation	HM	2,000.00
04/01/2025	2477	County of Greene General Fund	Jan-Feb Cell Phone	HM	42.57
04/03/2025		County of Greene General Fund	March 2025 HRA	HM	123.15
04/09/2025		New South Media, Inc.	WV Weddings (Spring/Summer 2025) - Full Page Ad	HM	1,750.00

Total **\$ 14,197.58**

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account