

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, May 14, 2025

Present

Shane Cole, Lori Hellen, Ben McMillen, Christy Orndorff, Deneen Rhodes, Bethany Tanner, and Sandy Wilson. Staff: JoAnne Marshall. Guest: Judy Snyder.

Absent

Amy Hopkins, Heidi Jamison, Kevin Paul, Megan Phillips, and Sandy Throckmorton.

Quorum Present? Yes

CALL TO ORDER:

1. Deneen Rhodes called the meeting to order at 3:39pm.
2. Shane Cole made the motion and Christy Orndorff seconded to approve the April 9, 2025 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Christy Orndorff reported the ending balance as of April 30, 2025 for the TPA Fundraising was \$27,699.04 and the Hotel/Motel Tax was \$464,738.64.

ACCOUNTS PAYABLE

1. Shane Cole made the motion and Sandy Wilson seconded to approve the May 14, 2025 Disbursement Request (Attachment 1) totaling \$14,731.39. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall gave an overall office update including:
 - a. The Sinclair Cornerstone has been nominated to be included on the National Register of Historic Places;
 - b. The Rices Landing Volunteer Fire Department is bringing back Riverfest on July 4th for their 100th Anniversary celebration;
 - c. and an unofficial Facebook page for Uniontown and Fayette County (Uniontown/Fayette County PA Events) shared a post from Visit Greene about Easter and Summer Camps while bragging about how good our page is and they wish Fayette County had a similar one.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Christy Orndorff made the motion and Bethany Tanner seconded to approve a full-page ad in the July and September issues for \$4,600 each. Vote was unanimous.
2. Shane Cole made the motion and Ben McMillen seconded to approve a full-page ad in the Golf Outing program for \$500. Vote was unanimous.
3. Advertising highlights will be shared at next month's meeting.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for March 2025 was 45.1%, average daily room rate was \$83.67, the revenue per available room was \$37.70, and the number of rooms sold were 5,308.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for May 1, 2024 to April 30, 2025 that focused on 1.4 million out-of-market visitors that generated 6.2 million visits. Generally, there was a decrease in visitors through the winter with an increase beginning at the end of April. Visitors predominately came from zip codes of Washington, PA; Uniontown, PA; Masontown, PA; Morgantown, WV; Smithfield, PA; Canonsburg, PA; and Fairmont, WV.

Partnership

1. Nothing to report at this time.

America250PA

1. Nothing to report at this time.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Nothing to report at this time.

PUBLIC COMMENT

1. No comments were shared.

ADJOURNMENT

1. The meeting adjourned at 4:00pm by a motion from Sandy Wilson and seconded by Shane Cole. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, June 11 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2025 – Q2
Wednesday, May 14, 2025

Date	Invoice #	Vendor	Memo	Account	Amount
04/16/2025	2478	County of Greene General Fund	March Payroll	HM	3,572.84
04/25/2025		Laick Design	Domain Renewal (gogreenecounty.com)	HM	25.00
04/29/2025	INV1040	VisitPITTSBURGH	Southwestern PA Group Tour Alliance	HM	1,900.00
04/30/2025	2481	County of Greene General Fund	April Payroll	HM	3,592.73
04/30/2025	25040011	WANB Radio	April Tourism Radio (WANB -13 spots)	HM	260.00
p04/30/2025	25040019	WKVE Radio	April Tourism Radio (WKVE-18 spots)	HM	340.00
04/30/2025	AMEX-April	County of Greene General Fund	American Express (April 2025)	HM	728.00
05/01/2025	30738	PA Restaurant & Lodging Association	PRLA DMO Dues (7/2025-6/2026)	HM	1,098.00
05/01/2025		CTM Media Group Inc.	Cleveland/Pittsburgh Distribution (May 2025)	HM	1,441.67
05/12/2025	2480	County of Greene General Fund	April 2025 HRA	HM	123.15
05/15/2025	115387	Miles Partnership	VisitPA E-Newsletter Ad (May 2025)	HM	850.00
05/15/2025		New South Media, Inc.	Morgantown (Summer 2025) - Full Page Ad	HM	800.00

Total

\$ 14,731.39

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account