

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

Present

Lori Hellen, Ben McMillen, Christy Orndorff, Kevin Paul, Deneen Rhodes, Bethany Tanner, and Sandy Wilson. Staff: JoAnne Marshall and Olivia Kiger. Guest: Judy Snyder.

Absent

Shane Cole, Amy Hopkins, Megan Phillips, and Sandy Throckmorton.

Quorum Present? Yes

CALL TO ORDER:

1. Deneen Rhodes called the meeting to order at 3:33pm.
2. Kevin Paul made the motion and Bethany Tanner seconded to approve the May 14, 2025 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Christy Orndorff reported the ending balance as of June 30, 2025 for the TPA Fundraising was \$27,747.29 and the Hotel/Motel Tax was not available at the time of the meeting.

ACCOUNTS PAYABLE

1. Kevin Paul made the motion and Ben McMillen seconded to approve the July 9, 2025 Disbursement Request (Attachment 1) totaling \$31,001.20. Vote was unanimous.
2. Bethany Tanner made the motion and Kevin Paul seconded to approve payments of \$2,769.04 to MPB Print & Sign Superstore for the Car Show Brochure and Mailing and \$3,750.00 to TABLE Magazine for the full-page ad in the July issue. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall provided a general office update, including the following items:
 - a. The Garards Fort Post Office is a candidate for inclusion in the 2026 Miniature Railroad & Village® exhibit at the Carnegie Science Center. Public voting is open through July 31st.
 - b. The *Pittsburgh & Its Countryside* group is developing a regional marketing logo and preparing to attend trade shows to promote the area in the group tour market.
2. The group discussed requests for fundraiser sponsorships. There was general agreement to stay aligned with the organization's mission and prioritize the use of hotel/motel tax funds for initiatives that attract visitors to Greene County. Exceptions may be considered on a case-by-case basis throughout the year.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Kevin Paul made the motion and Bethany Tanner seconded to purchase a full-page ad in the 2026 PA State Travel Guide at \$10,000 with a 25% matching grant through the state. Vote was unanimous.
2. Christy Orndorff made the motion and Bethany Tanner seconded to purchase a full-page ad in the 2025 Program Book at \$150. Vote was unanimous.

3. Olivia Kiger provided an update on a Explore Waynesburg guide geared towards Waynesburg University students featuring shopping, dining and activities within walking or a short driving distance from the University.
4. Advertising highlights for Quarter 2 featured digital reach through VisitGreene platforms which includes 17,392 users on the website, 344,392 users on social media, and over 1.28 million views on social media. Additional paid reach includes radio reach through WANB, WKVE, and WVU Baseball. Digital media included the Where & When e-newsletter and VisitPA e-newsletter. Print media included the *Where & When Pennsylvania*, *WV Living*, *Morgantown Magazine*, *TABLE Magazine*, *WV Weddings*, *Dominion Post Guide to Summer*, and *Xplore Magazine*.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for May 2025 was 59.5%, average daily room rate was \$91.43, the revenue per available room was \$54.38, and the number of rooms sold were 7,006.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in June 2025 with represented 588.8K visits from 267.4K visitors with in average of 2.2 days in market. 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. Nothing to report at this time.

America250PA

1. Discussion was held on Tourism's involvement in the America250 celebrations. It was agreed that the focus will be on promoting activities, rather than planning or hosting events directly.
2. Bethany Tanner shared an idea about holding a street festival/fair in Downtown Waynesburg on July 4, 2026 that her team plans on pursuing.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Kevin Paul made the motion and Christy Orndorff seconded to approve attendance at Waynesburg University's 2025 Business & Communication Job and Internship Fair on October 1 for \$30. Vote was unanimous.

PUBLIC COMMENT

1. Judy Snyder shared that State Representative Cook's office has the recent Pennsylvania Grant and Funding Resource pdf file for those interested.
2. Bethany Tanner shared about resources that the Washington County Council on Economic Development has for Greene County.

ADJOURNMENT

1. The meeting adjourned at 4:23pm by a motion from Kevin Paul. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, August 13 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Attachment 1

Greene County Tourist Promotion Agency
Disbursement Request - FY 2025 – Q3
Wednesday, July 9, 2025

| Date | Invoice # | Vendor | Memo | Account | Amount |
|------------|-------------------|-------------------------------|--|---------|-----------|
| 04/03/2025 | 122015682 | CoStar | CoStar Suite (1-Year) Account #207829451 | HM | 5,484.30 |
| 05/21/2025 | 2482 | County of Greene General Fund | March-April Cell Phone | HM | 42.57 |
| 05/23/2025 | 337990 | Where & When | Where & When (Summer 2025): Half Page Ad | HM | 1,479.00 |
| 05/31/2025 | 25050011 | WANB Radio | May Tourism Radio (WANB -13 spots) | HM | 260.00 |
| 05/31/2025 | 25050018 | WKVE Radio | May Tourism Radio (WKVE-18 spots) | HM | 360.00 |
| 05/31/2025 | 500623 | Observer-Reporter | Guide to Summer - Full Page Ad | HM | 1,250.00 |
| 05/31/2025 | AMEX-May | County of Greene General Fund | American Express (May 2025) | HM | 1,850.04 |
| 06/09/2025 | 26 | Silvertongue Ink | Content Articles (4 qty) | HM | 400.00 |
| 06/10/2025 | 0027 | 1331 Studios | Car Show Brochure Design | HM | 750.00 |
| 06/10/2025 | | New South Media, Inc. | WV Living (Summer 2024) - Full Page Ad | HM | 1,750.00 |
| 06/30/2025 | 25060009 | WANB Radio | June Tourism Radio (WANB -13 spots) | HM | 260.00 |
| 06/30/2025 | 25060016 | WKVE Radio | June Tourism Radio (WKVE-16 spots) | HM | 320.00 |
| 06/30/2025 | AMEX-June | County of Greene General Fund | American Express (June 2025) | HM | 2,820.29 |
| 07/01/2025 | 117696 | Miles Partnership | Native Ads | HM | 975.00 |
| 07/01/2025 | 777-287805-766612 | LEARFIELD | 2025-26 WV Sponsorship Customer # KR207208 | HM | 13,000.00 |

Total **\$ 31,001.20**

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account