

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, August 13, 2025

Present

Allen Frye, Lori Hellen, Ben McMillen, Christy Orndorff, Megan Phillips, Bethany Tanner, and Sandy Wilson. Staff: JoAnne Marshall and Olivia Kiger. Guest: Tim Buckley, Commissioner Jared Edgreen, and Judy Snyder.

Absent

Shane Cole, Amy Hopkins, Kevin Paul, Deneen Rhodes, and Sandy Throckmorton.

Quorum Present? Yes

CALL TO ORDER:

1. Christy Orndorff called the meeting to order at 3:30pm.
2. Sandy Wilson made the motion and Bethany Tanner seconded to approve the July 9, 2025 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Christy Orndorff reported the ending balance as of July 31, 2025 for the TPA Fundraising was \$27,747.29 and the Hotel/Motel Tax was \$510,457.16.

ACCOUNTS PAYABLE

1. Ben McMillen made the motion and Sandy Wilson seconded to approve the August 13, 2025 Disbursement Request (Attachment 1) totaling \$10,276.78. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall provided a general office update, including the following items:
 - a. Based on VisitPITTSBURGH's analysis of past NFL Drafts, the 2026 Draft in Pittsburgh may bring limited direct tourism impact to Greene County, as only 20% of mostly local attendees stay overnight, most spending occurs within the Draft compound, and past host cities saw mixed results in hotel occupancy and rate increases. To maximize potential benefits, our marketing focus will be on encouraging NFL Draft guests to extend their trips by exploring the area's unique attractions and local experiences beyond the event.
 - b. New data shows that Canadians continue to reduce their travel to the U.S. in July, with car travel down 37% and air travel down 26%.
 - c. As of August 1st, the Pennsylvania Association of Bed and Breakfast Inns has joined the Pennsylvania Restaurant & Lodging Association, providing independent innkeepers with new resources, stronger advocacy, and greater visibility.
 - d. The Pittsburgh Walk of Fame announced its first ten honorees for the upcoming Pittsburgh Walk of Fame. A public ceremony will be held at The Terminal in Pittsburgh's Strip District on October 20 at 10:30am.
 - e. Pennsylvania Creative Industries is accepting proposals from nonprofits for innovative promotional strategies, offering up to three matched grants of \$100,000, with proposals due by September 5th.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Ben McMillen made the motion and Sandy Wilson seconded to purchase a full-page ad in VisitPITTSBURGH's 2026 Insider's Guide for \$8,200. Vote was unanimous.
2. Bethany Tanner made the motion and Megan Phillips seconded to purchase a full-page ad in Pittsburgh Magazine's fall issue for \$3,150. Vote was unanimous.
3. Advertising highlights for July 2025 featured digital reach through VisitGreene platforms which includes 11,906 users on the website, 303,349 users on social media, and over 1.19 million views on social media. Additional paid reach includes radio reach through WANB and WKVE. Digital media included the *Where & When* e-newsletter and VisitPA e-newsletter. Print media included the *WVU Football Fan Guide*.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for June 2025 was 58.3%, average daily room rate was \$89.42, the revenue per available room was \$52.14, and the number of rooms sold were 6,647.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in July 2025 with represented 579.6K visits from 255.7K visitors with an average of 2.3 days in market. The top zip codes were Morgantown, WV; Washington, PA; Uniontown, PA; Masontown, PA; Canonsburg, PA; Fredericktown, PA; Fairmont, WV; Smithfield, PA; Wheeling, WV; and Brownsville, PA.

Partnership

1. Nothing to report at this time.

America250PA

1. Contrary to recent online commentary, America250PA continues to make progress on the *Bells Across PA* initiative in Greene County. The project has been in development for several years, during which time a sponsor has been secured, a location identified, and an artist selected through an open submission process. Final arrangements are currently being completed. An official public announcement, including details regarding the unveiling, will be made by America250PA at a time of their choosing. All decisions concerning the selection of the artist and the installation site are being made in collaboration between America250PA and the project sponsor. The *Bells Across PA* program is fully administered and overseen by America250PA.
2. Bethany Tanner shared that her organization formed a committee to hold a Street Fair on July 4th with the goal for the event to continue in the fall in future years.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Greene County Conservation District has reached out to begin their nomination process of directors. Anyone interested in learning more is invited to their September board meeting.

PUBLIC COMMENT

1. Judy Snyder reiterated that State Representative Cook’s office has the most recent *Pennsylvania Grant and Funding Resource* PDF available. Individuals interested in obtaining a copy may email her directly to receive the file or to make alternative arrangements.

ADJOURNMENT

1. The meeting adjourned at 4:00m by a motion from Bethany Tanner. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, September 10 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Attachment 1

**Greene County Tourist Promotion Agency
Disbursement Request - FY 2025 – Q3
Wednesday, August 13, 2025**

Date	Invoice #	Vendor	Memo	Account	Amount
06/30/2025	600596	Observer-Reporter	Xplore Magazine (Summer 2025) - Inside Cover Ad	HM	1,000.00
07/15/2025	118405	Miles Partnership	VisitPA E-Newsletter Ad (July 2025)	HM	850.00
07/25/2025		Laick Design	Online Submission Forms	HM	100.00
07/29/2025	2483	County of Greene General Fund	June Payroll Accrual	HM	1,451.83
07/29/2025	2484	County of Greene General Fund	June Payroll	HM	4,723.95
07/31/2025	25070009	WANB Radio	July Tourism Radio (WANB -13 spots)	HM	260.00
07/31/2025	25070018	WKVE Radio	July Tourism Radio (WKVE-20 spots)	HM	400.00
07/31/2025	AMEX-July	County of Greene General Fund	American Express (July 2025)	HM	1,367.85
07/31/2025		County of Greene General Fund	July 2025 HRA	HM	123.15

Total **\$ 10,276.78**

Legend

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