

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, September 10, 2025

Present

Amy Hopkins (via phone), Christy Orndorff, Deneen Rhodes, Bethany Tanner, and Sandy Throckmorton. Staff: JoAnne Marshall and Olivia Kiger. Guest: Daysha Skolnekovich.

Absent

Shane Cole, Allen Frye, Lori Hellen, Ben McMillen, Kevin Paul, Megan Phillips, and Sandy Wilson.

Quorum Present? Yes

CALL TO ORDER:

1. Deneen Rhodes called the meeting to order at 3:44pm.
2. Sandy Throckmorton made the motion and Amy Hopkins seconded to approve the August 13, 2025 meeting minutes. Vote was unanimous.

ACCOUNTS RECEIVABLE

1. Christy Orndorff reported the ending balance as of August 31, 2025 for the TPA Fundraising was \$28,502.29 and the Hotel/Motel Tax was \$480,405.14.

ACCOUNTS PAYABLE

1. Bethany Tanner made the motion and Sandy Throckmorton seconded to approve the September 10, 2025 Disbursement Request (Attachment 1) totaling \$16,176.99. Vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall provided a general office update, including the following items:
 - a. JoAnne's computer experienced ongoing issues and ultimately crashed last week. A temporary workaround is currently being implemented, with a full replacement planned by the end of the year.
 - b. Olivia will be available on Saturday to keep the office open during the 50s' Fest & Car Cruise. She will handle merchandise sales from the office. It was agreed to include the remaining "Waynesburg" t-shirts from the University marketing campaign in the sale at a price of \$15 each, in an effort to reduce inventory.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. No action was taken on The Dominion Post's proposal of a full-page ad in the Buckwheat Festival special section.
2. Sandy Throckmorton made the motion and Christy Orndorff seconded to proceed forward with Laick Design's proposal of \$2,386 for a website update and modernization; monthly SEO package for \$160 per month; and ADA compliance for \$500 per year. Vote was unanimous.
3. Advertising highlights for August 2025 will be shared at the next meeting.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. Hotel occupancy for July 2025 was 58.3%, average daily room rate was \$92.42, the revenue per available room was \$53.85, and the number of rooms sold were 6,864.

Long-Range Planning

1. JoAnne Marshall shared the Placer.ai data for Greene County in August 2025 with represented 615.8K visits from 267.3K visitors with in 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.
2. Bethany Tanner made the motion and Christy Orndorff seconded to renew Placer.ai for one-year including the STI Demographics Bundle, Experian Mosaic, AGS Non Resident Population, and Events for \$32,090. Vote was unanimous.

Partnership

1. Nothing to report at this time.

America250PA

1. Nothing to report at this time.

OLD BUSINESS

1. Greene County Conservation District invites those that are interested in learning more to attend their board meeting on September 16th at 10am at the Fairgrounds followed by a small lunch. RSVP is requested no later than noon on September 12th.

NEW BUSINESS

1. Nothing to report at this time.

PUBLIC COMMENT

1. Bethany Tanner shared several ideas, including providing small gifts at hotels for guests attending major events, as well as suggestions related to the 250th celebration of America - such as offering plaques to participants and grant funding for commemorative projects.

ADJOURNMENT

1. The meeting adjourned at 4:30m by a motion from Amy Hopkins and seconded by Sandy Throckmorton. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, October 8 at 3:30pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Greene County Tourist Promotion Agency
Disbursement Request - FY 2025 – Q3
Wednesday, September 10, 2025

Date	Invoice #	Vendor	Memo	Account	Amount
03/31/2025	2025 Q1	County of Greene General Fund	1st Quarter Administration	HM	1,042.87
06/30/2025	2025 Q2	County of Greene General Fund	2nd Quarter Administration	HM	658.18
08/15/2025	15954	New South Media, Inc.	Morgantown (Fall 2025) - Full Page Ad	HM	800.00
08/22/2025	169525	Where & When	Where & When (Fall 2025): Half Page Ad	HM	1,479.00
08/31/2025	25080010	WANB Radio	August Tourism Radio (WANB -13 spots)	HM	260.00
08/31/2025	25080017	WKVE Radio	August Tourism Radio (WKVE-16 spots)	HM	320.00
08/31/2025	AMEX- August	County of Greene General Fund	American Express (August 2025)	HM	743.79
08/31/2025	August HRA	County of Greene General Fund	August 2025 HRA	HM	123.15
09/01/2025	120392	Ad+genuity	Programmatic Media Campaign	HM	6,000.00
09/04/2025	SXL 2935	Table Magazine	Table Magazine - Full Page Ad (September 2025)	HM	3,750.00
09/05/2025	DXL 2922	Table Magazine	TABLE Digital September Targeted and Email	HM	1,000.00

Total

\$ 16,176.99

Legend

HM Hotel/Motel Tax Account
FR TPA Fundraising Bank Account