

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, October 8, 2025**

**Present**

Allen Frye, Christy Orndorff, Ben McMillen, Kevin Paul, Deneen Rhodes, and Bethany Tanner. Staff: JoAnne Marshall and Olivia Kiger. Guest: Commissioner Blair Zimmerman.

**Absent**

Shane Cole, Lori Hellen, Amy Hopkins, Megan Phillips, Sandy Throckmorton, and Sandy Wilson.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Deneen Rhodes called the meeting to order at 3:31pm.
2. Kevin Paul made the motion and Christy Orndorff seconded to approve the September 10, 2025 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. Christy Orndorff reported the ending balance as of September 30, 2025 for the TPA Fundraising was \$28,507.01 and the Hotel/Motel Tax was \$504,932.95.

**ACCOUNTS PAYABLE**

1. Ben McMillen made the motion and Kevin Paul seconded to approve the October 8, 2025 Disbursement Request (Attachment 1) totaling \$6,000.62. Vote was unanimous.

**DIRECTOR REPORT**

1. JoAnne Marshall provided a general office update, including the following items:
  - a. Pittsburgh & Its Countryside group tours now have a profile sheet available to distribute to potential tour distributors. Participating DMOs will meet in person on Thursday, October 16, in Pittsburgh.
  - b. We attended the Waynesburg University Business & Communication Job and Internship Fair last Wednesday. Olivia at the table increased engagement and awareness.
  - c. PRLA is holding their Annual Conference and Awards Celebration on November 10-12 in Lancaster. Registration is open now if anyone is interested in attending.
  - d. Pittsburgh Walk of Fame is holding their ceremony and a lunch on Monday, October 20.
  - e. Dolly Throckmorton is gathering interest and support to bring back First Fridays to Downtown Waynesburg.

**COMMITTEE REPORTS**

**Finance**

1. The *2024 Economic Impact of Travel and Tourism in Pennsylvania* is now available. Visitors spent \$82.4 million and supported 556 jobs in Greene County. Of that total, \$20.6 million was spent in food and beverages, and \$25.4 million was spent on transportation.

**Advertising**

1. No action was taken on Pittsburgh Magazine's proposal of a full-page ad in the December issue for winter travel and events for \$3,150.
2. No action was taken on TABLE Magazine's proposal of a full-page ad and targeted digital ads in the Winter issue for \$4,750.

3. Advertising highlights for June-August 2025 include 2,344,000 total social media views and 25,040 content interactions with the Rain Day Festival, local swimming pools, and Ryerson Station State Park among our top-performing organic content. VisitGreene.org received 47,190 total page views with the Fireworks and Summer Events blogs in our top performing pages. Paid promotions include WANB and WKVE Radio, Where & When and VisitPA eNewsletters, and full-page ads in *TABLE Magazine*, *WV Weddings*, *2025-26 WVU Football Fan Guide*, *Dominion Post Guide to Summer*, *Xplore Magazine*, *WV Living*, and *Morgantown Magazine*.

### **Special Projects**

1. Nothing to report at this time.

### **Hotel/Motel Tax**

1. In August 2025, hotel occupancy was 54.1%, the average daily room rate was \$97.19, revenue per available room was \$52.57, and a total number of 6,372 rooms were sold.

### **Long-Range Planning**

1. In September 2025, the Placer.ai data for Greene County recorded 512.3K visits from 222.9K visitors, with an average of 2.3 days in market. The top zip codes represented were Morgantown, WV; Washington, PA; Uniontown, PA; Masontown, PA; Canonsburg, PA; Fredericktown, PA; Fairmont, WV; Smithfield, PA; Wheeling, WV; and Brownsville, PA.
2. Olivia Kiger presented a Demographic Analysis of Greene County. The primary age group of visitors is 51 to 76+, followed by a secondary age group of 36 to 45. Most visitors are located within a 60–90-mile radius of Greene County. Their occupations reflect a stable, blue-collar lifestyle, with many holding a high school diploma or less. Visitors are generally family-oriented, rural, conservative, loyal, and cautious with spending.

Identified barriers include limited technology use, a lack of awareness of current trends, a traditional mindset, and a preference for cash transactions. Potential strategies to address these challenges include gradually introducing new trends, keeping messaging simple, ensuring ADA compliance, and limiting major changes to maintain comfort and familiarity.

### **Partnership**

1. Due to ongoing computer issues this year, most of the partnership base has not yet been invoiced. JoAnne Marshall proposed that any partners who have already paid their 2025 dues will have their memberships extended through 2026 at no additional cost. Partners who have not yet been invoiced will receive an invoice for 2026 and will receive 2025 as a complimentary year. Invoicing will be processed through Square rather than QuickBooks to help resolve the technical issues. The general consensus was to move forward with the proposed plan.

### **America250PA**

1. Ben McMillen made the motion and Christy Orndorff seconded to approve a grant program focused on America's 250<sup>th</sup> celebrations and tourism with \$25,000 allocated for distribution. A 25% match will be required. Applicants may request funding ranging from a minimum of \$250 to a maximum of \$2,500. A committee will be established to meet at the beginning of the year to review applications and present recommendations to the board. Vote was unanimous.
2. America250PA is holding an unveiling of Greene County's Bells Across PA is scheduled for 2pm on Saturday, November 1 at the Greene County Historical Society Museum. The artist is Danielle Nyland and sponsor First Energy. It is open to the public to attend.

**OLD BUSINESS**

- 1. Nothing to report at this time.

**NEW BUSINESS**

- 1. Christy Orndorff made the motion and Kevin Paul seconded to approve the nominations of Dan Bazzoli for Public Director and Glodenna Halstead for Farmer Director to the Greene County Conservation Board of Directors. Vote was unanimous.

**PUBLIC COMMENT**

- 1. Nothing to report at this time.

**ADJOURNMENT**

- 1. The meeting adjourned at 4:40pm by a motion from Bethany Tanner and seconded by Christy Orndorff. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, November 12 at 3:30pm.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

*Attachment 1*

**Greene County Tourist Promotion Agency  
Disbursement Request - FY 2025 – Q4  
Wednesday, October 8, 2025**

Date	Invoice #	Vendor	Memo	Account	Amount
09/24/2025	16046	New South Media, Inc.	WV Living (Fall 2025) - Full Page Ad	HR	1,750.00
09/24/2025	DXL 2943	Table Magazine	TABLE Digital   October Targeted and Email	HR	1,000.00
09/30/2025	121023	Miles Partnership	VisitPA E-Newsletter Ad (September 2025)	HR	850.00
09/30/2025	AMEX-September	County of Greene General Fund	American Express (September 2025)	HR	1,657.47
09/30/2025	HRA - September	County of Greene General Fund	September 2025 HRA	HR	123.15
09/30/2025		WANB Radio	September Tourism Radio (WANB -13 spots)	HM	260.00
09/30/2025		WKVE Radio	September Tourism Radio (WKVE-18 spots)	HM	360.00

**Total** **\$ 6,000.62**

**Legend**

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