

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, November 12, 2025**

**Present**

Lori Hellen, Christy Orndorff, Ben McMillen, Kevin Paul, Deneen Rhodes, Bethany Tanner, and Sandy Wilson. Staff: JoAnne Marshall and Olivia Kiger. Guest: Commissioner Blair Zimmerman and Daysha Skolnekovich.

**Absent**

Shane Cole, Allen Frye, 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 October 8, 2025 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. Christy Orndorff reported the ending balance as of October 31, 2025 for the TPA Fundraising was \$28,507.01 and the Hotel/Motel Tax was \$519,713.45.

**ACCOUNTS PAYABLE**

1. Kevin Paul made the motion and Bethany Tanner seconded to approve the October 8, 2025 Disbursement Request (Attachment 1) totaling \$5,226.69. Vote was unanimous.

**DIRECTOR REPORT**

1. JoAnne Marshall provided a general office update, including the following items:
  - a. Pittsburgh & Its Countryside group tour meeting was held on Thursday, October 16<sup>th</sup>. Overall the meeting was highly informative, with representatives from all participating counties giving brief presentations on their respective offerings. The discussion also covered the budget through 2026 and grant funding expenditures. We were invited to attend any of the upcoming group shows in person, including the one in Pittsburgh focused on student tours.
  - b. Kerissa Kuis from the Business Incubator has scheduled a meeting for Tuesday, November 18 to gather input from the tourism industry.
  - c. Moundsville has sent out their ad reservations for their 2026 Visitor Guide with materials due Monday, November 17. Discussion was held and it was decided to not place an ad at this time.
  - d. Discussion was held on initial planning of the annual Partnership Meeting. Based on preliminary input, information will be gathered and presented at the next board meeting.

**COMMITTEE REPORTS**

**Finance**

1. Nothing to report at this time.

**Advertising**

1. Sandy Wilson made the motion and Kevin Paul seconded to approve Pittsburgh Magazine's 2026 proposal of the 2026 NFL Draft partner sponsorship package, two full-page ads in June and

September, and three months of digital marketing including social media, web banners, and dedicated emails for a total of \$17,580. Vote was unanimous.

2. Sandy Wilson made the motion and Bethany Tanner seconded to approve purchasing four full-page ads in 2026 through TABLE Magazine up to a total of \$17,100. Vote was unanimous.

### **Special Projects**

1. Nothing to report at this time.

### **Hotel/Motel Tax**

1. In September 2025, hotel occupancy was 51.4%, the average daily room rate was \$96.89, revenue per available room was \$49.82, and a total number of 5,862 rooms were sold.

### **Long-Range Planning**

1. In October 2025, the Placer.ai data for Greene County recorded 529.8K visits from 227.9K 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.

### **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. Ben McMillen made the motion and Christy Orndorff seconded to hire an intern at \$12 per hour for up to 35 hours per week during the school breaks, with reduced hours during the school year, to assist with digital, print, and radio. Vote was unanimous.
2. Kevin Paul made the motion and Bethany Tanner seconded to hire an intern at \$12 an hour for up to 35 hours per the week during school breaks, with reduced hours during the school year, to assist with videography. Vote was unanimous.
3. Kevin Paul made the motion and Ben McMillen seconded to approve a letter of engagement to the Appalachian Regional Commission – POWER Initiative for the Greene County Agribusiness Center. Vote was unanimous.

### **PUBLIC COMMENT**

1. Ben McMillen shared that his event Hilltop Packs on the Hill was successful and they look to return in 2026.

### **ADJOURNMENT**

1. The meeting adjourned at 4:44pm by a motion from Christy Orndorff and seconded by Bethany Tanner. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, December 10 at 3:30pm.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency**  
**Disbursement Request - FY 2025 – Q4**  
**Wednesday, November 12, 2025**

<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>Account</b>	<b>Amount</b>
10/15/2025	122368	Miles Partnership	VisitPA E-Newsletter Ad (October 2025)	HM	850.00
10/30/2025	2025-279250	Pittsburgh Magazine	Pittsburgh Magazine Full-Page Ad (Oct/Nov 2025)	HM	3,150.00
10/31/2025	25100008	WANB Radio	October Tourism Radio (WANB -14 spots)	HM	280.00
10/31/2025	25100021	WKVE Radio	October Tourism Radio (WKVE-18 spots)	HM	360.00
10/31/2025	AMEX-October	County of Greene General Fund	American Express (October 2025)	HM	438.54
10/31/2025	HRA Oct 2025	County of Greene General Fund	October 2025 HRA	HM	123.15
11/12/2025		Rain Day Scholarship, Inc.	Rain Day Festival - 3rd Place Window Decorating	HM	25.00

**Total**

**\$ 5,226.69**

**Legend**

HM                      Hotel/Motel Tax Account  
FR                      TPA Fundraising Bank Account