

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, March 11, 2026**

**Present**

Lori Hellen, Liz Menhart, Ben McMillen, Christy Orndorff (phone), Kevin Paul, and Bethany Tanner.  
Staff: JoAnne Marshall and Olivia Kiger.

**Absent**

Casey Durdines, Allen Frye, Megan Phillips, Deneen Rhodes, Sandy Throckmorton, and Kristy Vliet.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Bethany Tanner called the meeting to order at 5:01pm.
2. Liz Menhart made the motion and Kevin Paul seconded to approve the February 11, 2026 meeting minutes. The vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. Liz Menhart reported the ending balance as of February 27, 2026 for the TPA Fundraising was \$28,777.78 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 March 11, 2026 Disbursement Request (Attachment 1) totaling \$22,504.00. The vote was unanimous.

**DIRECTOR REPORT**

1. JoAnne Marshall provided a general office update, noting the following item:
  - a. Pennsylvania Restaurant and Lodging Association held a Destination Marketing Organization retreat on February 23 in Harrisburg. Both VisitPA and Tourism Economics presented recaps of 2025 and the outlook for 2026.

**COMMITTEE REPORTS**

**Finance**

1. Nothing to report at this time.

**Advertising**

1. Ben McMillen made the motion and Kevin Paul seconded to renew the full-page ad on page 3 in the Dominion Post's Guide to Summer glossy insert at \$1,250. The vote was unanimous.
2. Ben McMillen made the motion and Kevin Paul seconded to renew a half-page ad in Where & When's summer and fall 2026 issues at \$1,479 each. The vote was unanimous.
3. Liz Menhart made the motion and Kevin Paul seconded to renew a full-page ad in Waynesburg University's Golf Outing program at \$500. The vote was unanimous.
4. Kevin Paul made the motion and Christy Orndorff seconded to approve Observer-Reporter and Reimagine Main Street's proposal of \$3,000 per quarter with 600 extra copies of the Greene County Magazine, Monthly Targeted Display and Newspaper Impressions, and Monthly Targeted Email Marketing for one-year. The vote was unanimous.

**Special Projects**

1. Nothing to report at this time.

**Hotel/Motel Tax**

1. In January 2026, hotel occupancy was 38.6%, the average daily room rate was \$86.30, revenue per available room was \$33.28, and a total number of 4,542 rooms were sold.

**Long-Range Planning**

1. According to Placer.ai, total trips to Greene County came in at 20.1K for January 2026, showing a significant year-over-year increase of 10.5% but a month-over-month decline of 21%, reflecting typical post-holiday travel patterns. The average trip duration in January 2026 extended to 3.7 days, up 6.3% from the previous year and 1.7% from December, indicating a trend towards longer stays. Cleveland-Akron (Canton), OH entered the top 5 origin markets for Greene County highlighting a new source of visitors and expanding the geographic diversity of the market.

**Partnership**

1. JoAnne Marshall reported that local restaurants have shown limited interest in participating in a food showcase. Moving forward, the plan is to feature existing partners in a showcase format and secure a speaker for the Annual Partnership Meeting.

**America250PA**

1. America250PA is seeking sponsors for the Commonwealth Concert Series, a series of five free regional public concerts across Pennsylvania. The series kicks off Memorial Day weekend and concludes with the annual Welcome America July 4th concert in Philadelphia. Our region's concert will be held on Saturday, June 27 in Point State Park celebrating educators and innovators.
2. America250PA is seeking an upcoming event, fair or festival for their Mobile Unit from April to the end of June. It was suggested to add the opportunity to our weekly email.
3. America250PA is in the process of researching the best opportunity to place a flag at each Veteran's grave on Saturday, May 16 with the intention to stay up through Labor Day.

**OLD BUSINESS**

1. Nothing to report at this time.

**NEW BUSINESS**

1. Kevin Paul made the motion and Ben McMillen seconded to approve a Letter of Support for the Wisecarver Community Conservation Center FY2027 funding request. The vote was unanimous.

**PUBLIC COMMENT**

1. No comments

**ADJOURNMENT**

1. The meeting adjourned at 5:52pm by a motion from Kevin Paul. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, April 8 at 5pm.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

<b>Disbursement Request - FY 2026 - Q1</b>					
<b>Wednesday, March 11, 2026</b>					
<b>Date</b>	<b>Invoice #</b>	<b>Vendor</b>	<b>Memo</b>	<b>Account</b>	<b>Amount</b>
2/16/2026	2460	County of Greene General Fund	Windstream (January 2026)	HM	\$17.83
2/16/2026	2461	County of Greene General Fund	Verizon Cell Phone (January 2026)	HM	\$39.56
2/16/2026	2463	County of Greene General Fund	Payroll - Director (January 2026)	HM	\$2,306.36
2/16/2026	2464	County of Greene General Fund	Payroll - Director (February 2026)	HM	\$3,841.73
2/16/2026	2465	County of Greene General Fund	Payroll - Interns (January 2026)	HM	\$2,202.46
2/16/2026	2466	County of Greene General Fund	Payroll - Interns (February 2026)	HM	\$2,165.07
2/28/2026	26020007	WANB Radio	WANB Tourism Minute (February-12 spots)	HM	\$240.00
2/28/2026	26020019	WKVE Radio	WKVE Tourism Minute (February-16 spots)	HM	\$320.00
2/28/2026	AMEX-February	County of Greene General Fund	American Express (February 2026)	HM	\$220.99
3/11/2026		New South Media, Inc.	WV Living (Spring 2026) - Full Page Ad	HM	\$1,750.00
3/11/2026		Pittsburgh Magazine	Pittsburgh Magazine (NFL Draft)	HM	\$4,400.00
3/11/2026		Table Magazine	TABLE Magazine & Digital (March/April 2026)	HM	\$5,000.00
				<b>Total</b>	<b>\$22,504.00</b>

**Legend**

HM Hotel/Motel Tax Account

FR TPA Fundraising Bank Account