

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, April 8, 2026

Present

Liz Menhart, Allen Frye, Ben McMillen, Christy Orndorff (phone), and Bethany Tanner, Sandy Throckmorton, and Kristy Vliet. Staff: JoAnne Marshall and Olivia Kiger.

Absent

Casey Durdines, Lori Hellen, Kevin Paul, Megan Phillips, and Deneen Rhodes.

Quorum Present? Yes

CALL TO ORDER:

1. Bethany Tanner called the meeting to order at 5:02pm.
2. Christy Orndorff made the motion and Sandy Throckmorton seconded to approve the March 11, 2026 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE

1. Liz Menhart reported the ending balance as of March 31, 2026 for the TPA Fundraising was \$28,898.05 and the Hotel/Motel Tax was not available at the time of the meeting.

ACCOUNTS PAYABLE

1. Ben McMillen made the motion and Allen Frye seconded to approve the April 8, 2026 Disbursement Request (Attachment 1) totaling \$11,545.54. The vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall provided a general office update, noting the following items:
 - a. Pittsburgh and Its Countryside Alliance Group created a sticker sheet to distribute at group conferences. Our sticker showcases a covered bridge for Greene County.
 - b. Abby Ray, a senior at Carmichaels Area High School job shadowed our office on March 17th.
 - c. A few board members will be attending the upcoming Buckhannon Field Trip with the SWPA Municipal Hub and Reimagine Greene.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Liz Menhart made the motion and Sandy Throckmorton seconded to approve a full-page ad in the Greene County Chamber of Commerce's 2026-27 Community/Business Resource Guide and Member directory at \$275. Vote was unanimous.
2. Ben McMillen made the motion and Allen Frye seconded to approve a full-page ad in the Buckwheat Festival special edition at \$895. Vote was unanimous.
3. No action was taken on Travelers Marketing's proposal of Sponsor-A-Highway.
4. No action was taken on ABC27's proposal of a Road Trip Destinations campaign.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. In February 2026, hotel occupancy was 45.6%, the average daily room rate was \$90.09, revenue per available room was \$41.06, and a total number of 4,849 rooms were sold.

Long-Range Planning

1. According to Placer.ai, total trips to Greene County reached 21.1K in February, climbing 2.9% from January and up 6.7% year-over-year, indicating a positive trend in visitor interest. The average duration in February was 3.2 days, down 7.2% from the previous month, suggesting a shift towards shorter stays despite overall increase in visitor numbers. Pittsburgh, PA led visitor origins with 4.5K trips, maintaining its top position, while other origin markets showed no rank changes, highlighting consistent regional interest.

Partnership

1. Sandy Throckmorton made the motion and Ben McMillen seconded to move forward with our board meeting as previously held in prior years due to the cancellation by America250PA's mobile exhibit. Vote was unanimous.

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. Free tickets are available on April 17th.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. The Carmichaels Chamber of Commerce invited the tourism board to their dinner on Saturday, April 25th with JoAnne Marshall as the keynote speaker to highlight the upcoming 250th activities.

PUBLIC COMMENT

1. No comments

ADJOURNMENT

1. The meeting adjourned at 6:00pm by a motion from Sandy Throckmorton. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, May 13 at 5pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Disbursement Request - FY 2026 - Q2					
Wednesday, April 08, 2026					
Date	Invoice #	Vendor	Memo	Account	Amount
2/28/2026	020556	Ogden Newspapers	Fish Fry Theme Page (February 2026, 2 ads)	HM	\$100.00
3/24/2026	2465	County of Greene General Fund	Payroll - Interns (March 2026)	HM	\$2,054.61
3/24/2026	2469	County of Greene General Fund	Payroll - Director (March 2026)	HM	\$3,800.14
3/30/2026	2503	County of Greene General Fund	Copier (February 2026)	HM	\$215.92
3/31/2026	26020007	WANB Radio	WANB Tourism Minute (March-13 spots)	HM	\$260.00
3/31/2026	26020019	WKVE Radio	WKVE Tourism Minute (March-18 spots)	HM	\$360.00
3/31/2026	AMEX-March	County of Greene General Fund	American Express (March 2026)	HM	\$504.87
3/31/2026		Ogden Newspapers	Fish Fry Theme Page (March 2026, 5 ads)	HM	\$250.00
4/1/2026	130553	Miles Partnership LLLP	VisitPA.com Online Lead Generation	HM	\$2,250.00
4/15/2026		New South Media, Inc.	WV Weddings (Spring 2026)	HM	\$1,750.00
				Total	\$11,545.54

Legend

HM Hotel/Motel Tax Account

FR TPA Fundraising Bank Account