

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, May 13, 2026

Present

Liz Menhart, Allen Frye (phone), Lori Hellen, Ben McMillen, Christy Orndorff (phone), Kevin Paul, Deneen Rhodes, Bethany Tanner, and Kristy Vliet. Staff: JoAnne Marshall.

Absent

Casey Durdines, Megan Phillips, and Sandy Throckmorton.

Quorum Present? Yes

CALL TO ORDER:

1. Bethany Tanner called the meeting to order at 5:02pm.
2. Deneen Rhodes made the motion and Ben McMillen seconded to approve the April 8, 2026 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE

1. Deneen Rhodes reported the ending balance as of April 30, 2026 for the TPA Fundraising was \$29,114.74 and the Hotel/Motel Tax was \$510,731.53.

ACCOUNTS PAYABLE

1. Liz Menhart made the motion and Ben McMillen seconded to approve the May 13, 2026 Disbursement Request (Attachment 1) totaling \$48,793.21. The vote passed with Lori Hellen and Bethany Tanner abstaining.

DIRECTOR REPORT

1. JoAnne Marshall provided a general office update, noting the following items:
 - a. During a recent webinar, consumer traveling is showing a sharp change reflecting worldwide issues.. Consumers are making less trips to gas stations and restaurants. Trips to grocery stores have increased, specifically with Aldi.
 - b. The Car Show Brochure is in production with completed brochures to be distributed soon.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. No action was taken on the Dominion Post's Memorial Day Flag poster sponsorship proposal.
2. Ben McMillen and Deneen Rhodes seconded to approve the GreeneScene Community Magazine's proposal of a quarter-page ad in the America 250 Commemorative Special Editions printing in June and August at \$400 per issue. The vote was unanimous.
3. No action was taken on the GreeneScene Community Magazine's proposal of an ad in the GreeneScene.
4. Liz Menhart and Kevin Paul seconded to approve the GreeneScene Community Magazine's proposal of a single placemat ad for 6 months at \$170 per month. The vote was unanimous.

Special Projects

1. Kevin Paul made the motion and Deneen Rhodes seconded to approve a 2-year agreement for the Pittsburgh and its Countryside Alliance with a yearly commitment based on \$5 per hotel room. The vote was unanimous.
2. Ben McMillen made the motion and Deneen Rhodes seconded to recategorize the remaining merchandise inventory as donation-only items. The vote was unanimous.

Hotel/Motel Tax

1. In March 2026, hotel occupancy was 49.1%, the average daily room rate was \$89.62, revenue per available room was \$44.03, and a total number of 5,787 rooms were sold.

Long-Range Planning

1. According to Placer.ai, total trips to Greene County reached 25.4K in March, climbing 19.8% from February and up 11.5% year-over-year, indicating strong growth momentum. Visit nights in March 2026 totaled 27.6K, up 27% from the previous month and 22% compared to last year, reflecting a trend toward longer stays. Philadelphia, PA made a significant leap, climbing four positions to enter the top 5 origin markets, signaling increased interest from this major urban area.

Partnership

1. Discussion was held with the Hospitality Awards and the Partnership Meeting. All is scheduled to go as planned for Thursday, May 14.

America250PA

1. America250PA is seeking volunteers to help place flags at the Greene County Memorial Park on Saturday, May 16th.
2. The Greene County America 250th PR boxes are ready to be distributed at the Annual Partnership Meeting on Thursday, May 14th. A few items are delayed and will be distributed at a later time.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Liz Menhart made the motion and Lori Hellen seconded to approve an additional summer intern position at \$12 per hour for up to 35 hours per week. The vote was unanimous.
2. Kevin Paul made the motion and Liz Menhart seconded to approve an additional MacBook Pro up to \$5,000 for video editing. The vote was unanimous.
3. Ben McMillen made the motion and Kevin Paul seconded to approve the purchase of an iPhone to replace the Samsung mobile phone for social media creation. The vote was unanimous.

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, June 10 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