

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, August 5, 2026

Present

Liz Menhart, Ben McMillen, Christy Orndorff, Deneen Rhodes, and Kristy Vliet. Staff: JoAnne Marshall.

Absent

Casey Durdines, Allen Frye, Lori Hellen, Megan Phillips, Kevin Paul, Bethany Tanner, and Sandy Throckmorton.

Quorum Present? Yes

CALL TO ORDER:

1. Liz Menhart called the meeting to order at 5:07pm.
2. Deneen Rhodes made the motion and Christy Orndorff seconded to approve the July 8, 2026 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE

1. Deneen Rhodes reported the ending balance as of July 31, 2026 for the Hotel/Motel Tax was \$449,403.16. The TPA Fundraising Account statement was not available at the time of the meeting.

ACCOUNTS PAYABLE

1. Ben McMillen made the motion and Christy Orndorff seconded to approve the August 5, 2026 Disbursement Request (Attachment 1) totaling \$18,182.62. The vote was unanimous.

DIRECTOR REPORT

1. The Waynesburg University Business & Communication Job & Internship Fair will be held on September 24. If the schedule permits, Tourism will be present.
2. An application was completed for consideration as a Hallmark Christmas Town at the encouragement of Casey Durdines.
3. Grant opportunities for electric vehicle charging stations are currently available.
4. An email was received from a resident of New Mexico stating that Greene County may be overlooking one of Pennsylvania's strongest outdoor tourism assets, noting that Pennsylvania is the nation's number one fly-fishing state. Discussion was held, and it was noted that Greene County currently has a lack of fly-fishing opportunities to market.
5. Pittsburgh & Its Countryside will be in attendance at the SYTA Conference in Pittsburgh, August 20-22.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. **Pittsburgh Magazine**
Ben McMillen made the motion and Deneen Rhodes seconded to approve Pittsburgh Magazine's special offer of a full-page ad in the October/November issue at \$1,750. Vote was unanimous.

2. Pennsylvania State Travel Guide

Deneen Rhodes made the motion and Christy Orndorff seconded to approve the renewal through Miles Partnership of a full-page ad in the 2027 Pennsylvania State Travel Guide at \$10,100. Vote was unanimous.

3. Miles Partnership / Custom Email

Christy Orndorff made the motion and Deneen Rhodes seconded to approve Miles Partnership's proposal of a custom e-mail in July 2027 at \$5,775. The vote was unanimous.

4. GreeneScene Magazine

Ben McMillen made the motion and Kristy Vliet seconded to approve the purchase of a full-page ad at \$1,400 per issue for 1-year. The vote was unanimous.

5. Food & Travel Magazine

No action was taken on Food & Travel's \$12,000 advertising proposal.

6. Dominion Post

No action was taken on Dominion Post's WVU Kickoff publication proposal of up to \$980.

7. Dominion Post

No action was taken on Dominion Post's High School Fall Sports publication proposal of up to \$950.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. In June 2026, hotel occupancy was 80.9%, the average daily room rate was \$96.48, revenue per available room was \$79.67, and a total number of 7,839 rooms were sold. Liz Menhart noted that the Economy Inn's rooms have been removed from the report, providing a more accurate picture of Greene County's hotel occupancy.

Long-Range Planning

1. According to Placer.ai, total trips to Greene County reached 47.4K in June 2026, marking a significant increase of 59.6% from May and a robust 25.4% rise year-over-year, indicating strong summer travel demand.

Pittsburgh, PA maintained its top position as the leading origin market with 9.9K trips, while Johnstown-Altoona, PA climbed to rank 2, and Washington, DC (Hagerstown, MD) advanced to number 3, showcasing a dynamic shift in visitor sources.

The average duration in Greene County slightly increased to 2.2 nights in June, up 2.2% from the previous year, suggesting a trend towards longer stays as visitors spend more time exploring the area.

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. Nothing to report at this time.

PUBLIC COMMENT

1. Ben McMillen extended an invitation to anyone interested to attend his RGB Block Party on August 16.

ADJOURNMENT

1. The meeting adjourned at 6:08pm by a motion from Christy Orndorff and seconded by Ben McMillen. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, September 9 at 5pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Disbursement Request - FY 2026 - Q3					
Wednesday, August 05, 2026					
Date	Invoice #	Vendor	Memo	Account	Amount
05/31/2026	2538	County of Greene General Fund	Windstream (May 2026)	HM	17.88
06/30/2026	060600	Ogden Newspapers	Go Xplore Magazine (Summer 2026, Full Page Ad)	HM	1,000.00
06/30/2026	2537	County of Greene General Fund	Windstream (June 2026)	HM	17.88
06/30/2026	26060017	WKVE Radio	WKVE Tourism Minute (June - 18 Spots)	HM	40.00
07/07/2026	SXL 3570	Table Magazine	TABLE Magazine & Digital (July 2026)	HM	5,000.00
07/15/2026	136011	Miles Partnership	Native Ads & July Email Featured Deal	HM	1,870.00
07/15/2026	79681	Direct Results	GreeneScene America 250th (August 2026, 1/4-page ad)	HM	400.00
07/15/2026	79711	Direct Results	Placemat Ad (August 2026)	HM	170.00
07/17/2026		Laick Design	Online Submission Forms	HM	110.00
07/30/2026	2539	County of Greene General Fund	Verizon Cell Phone (July 2026)	HM	39.56
07/31/2026	26070006	WANB Radio	WANB Tourism Minute (July - 14 Spots)	HM	280.00
07/31/2026	26070016	WKVE Radio	WKVE Tourism Minute (July - 18 Spots)	HM	360.00
07/31/2026	AMEX-July	County of Greene General Fund	American Express (July 2026)	HM	220.99
07/31/2026		Abby Ray	Travel Expenses June 2026	FR	33.93
07/31/2026		Daysha Fisher	Travel Expenses July 2026	FR	57.42
07/31/2026		Gina Reeves	Travel Expenses June-July 2026	FR	61.34
08/03/2026	2540	County of Greene General Fund	Payroll - Director (July 2026)	HM	3,795.03
08/03/2026	2541	County of Greene General Fund	Payroll - Interns (July 2026)	HM	4,708.59
			Total		\$18,182.62

Legend

HM Hotel/Motel Tax Account

FR TPA Fundraising Bank Account