

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, October 9, 2024**

**Present**

Liz Menhart, Christy Orndorff, Deneen Rhodes, Bethany Tanner, and Sandy Wilson. Staff: JoAnne Marshall.

**Absent**

Shane Cole, Casey Durdines, Amy Hopkins, Courtney Hursey, Heidi Jamison, Kevin Paul, Megan Phillips, and Sandy Throckmorton.

**Quorum Present?** Yes

**CALL TO ORDER:**

1. Sandy Wilson called the meeting to order at 3:36pm.
2. Liz Menhart made the motion and Bethany Tanner seconded to approve the September 11, 2024 meeting minutes. Vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. JoAnne Marshall reported the ending balance as of September 30, 2024 for the Hotel/Motel Tax account was \$458,547.72 and the TPA Fundraising was \$31,234.31.

**ACCOUNTS PAYABLE**

1. Deneen Rhodes made the motion and Christy Orndorff seconded to approve the October 9, 2024 Disbursement Request (Attachment 1) totaling \$14,969.57. Vote was unanimous.

**DIRECTOR REPORT**

1. JoAnne Marshall shared there was little interest from attendees of the Intern Expo at Waynesburg University in an internship at Tourism. Most of the attendees were looking for internships at TV stations.
2. Tourism set up at 50's Fest & Car Cruise with several attendees purchasing reduced inventory.
3. The Township Conference invited Tourism to speak about the Placer data during their annual meeting.

**COMMITTEE REPORTS**

**Finance**

1. JoAnne Marshall shared a year-to-date financial report with expenses and income still to report as they are available. Discussion was held about providing the board with a similar financial report with the majority agreeing to a quarterly report as available.

**Advertising**

1. Christy Orndorff made the motion and Deneen Rhodes seconded to purchase a full-page ad in VisitPittsburgh's 2025 Insider's Guide for \$8,500. If the full-page is not available, a ½-page ad for \$6,200 will be purchased instead. Vote was unanimous.
2. The September 2024 Advertising report was unavailable at the time of the meeting.

**Special Projects**

1. Nothing to report at this time.

**Hotel/Motel Tax**

1. Hotel occupancy for August 2024 was 61.0%, average daily room rate was \$97.42, the revenue per available room was \$59.47, and the number of rooms sold were 7,191.

**Long-Range Planning**

1. JoAnne Marshall shared the Placer.ai data for Greene County in September 2024 with represented 515.9K visits from 176.1K visitors. The top zip codes were Morgantown, WV; Washington, PA; Uniontown, PA; Masontown, PA; Canonsburg, PA; Fredericktown, PA; Fairmont, WV; and Brownsville, PA.
2. Deneen Rhodes made the motion and Christy Orndorff seconded to approve the Placer Labs, Inc. renewal for Placer.ai at \$27,562 for one year starting December 15, 2024. Vote was unanimous.

**Partnership**

1. Nothing to report at this time.

**America250PA**

1. America250PA held their Keystone Classroom Initiative at Carmichaels Elementary School on Tuesday, October 8<sup>th</sup>. They reached out with a week's notice to inform of the project and to recruit speakers which led to a low number of volunteers.
2. The dedication ceremony for the Liberty Tree was held on Tuesday, October 8<sup>th</sup> with the Pennsylvania Freemasons and America250PA. The Fort Jackson Chapter of the Sons of the American Revolution will be dedicating a Revolutionary War Memorial on Sunday, November 10<sup>th</sup> and invited JoAnne Marshal to speak.

**OLD BUSINESS**

1. Nothing to report at this time.

**NEW BUSINESS**

1. Bethany Tanner made the motion and Christy Orndorff seconded to nominate Dave Shipman for the Farmer Director vacancy on the Greene County Conservation District Board of Directors. Vote was unanimous.

**PUBLIC COMMENT**

1. No comments.

**ADJOURNMENT**

1. The meeting adjourned at 4:25pm by a motion from Bethany Tanner and seconded by Deneen Rhtodes. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, November 13 at 3:30pm.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

**Greene County Tourist Promotion Agency**  
**Disbursement Request - FY 2024 – Q4**  
**Wednesday, October 9, 2024**

Date	Invoice #	Vendor	Memo	Account	Amount
08/31/2024	2452	County of Greene General Fund	August Cell Phone	HM	42.52
08/31/2024	2453	County of Greene General Fund	August Payroll	HM	3,521.95
09/30/2024	2454	County of Greene General Fund	September Payroll	HM	3,522.32
09/30/2024	2455	County of Greene General Fund	September Cell Phone	HM	42.55
09/30/2024	82393	West Virginia Newspaper Publishing Co.	Buckwheat Festival - Full Page Ad	HM	895.00
09/30/2024	24090031	WANB Radio	September Tourism Radio (WANB-13 spots)	HM	260.00
09/30/2024	24090114	WKVE Radio	September Tourism Radio (WKVE-16 spots)	HM	320.00
09/30/2024	AMEX-Sept #2	County of Greene General Fund	American Express (Sept 2024 #2)	HM	602.86
09/30/2024	AMEX- September	County of Greene General Fund	American Express (September 2024)	HM	1,441.95
09/30/2024		Observer- Reporter	Xplore Magazine (Fall 2024) - Inside Cover Ad	HM	1,000.00
09/30/2024		Observer- Reporter	First Federal Anniversary Magazine (Fall 2024) - Page 3 Ad	HM	950.00
10/01/2024	INV10- 038000	CTM Media Group Inc.	Ohio Distribution (October 2024)	HM	620.42
10/14/2024		New South Media, Inc.	WV Living (Fall 2024) - Full Page Ad	HM	1,750.00

**Total** **\$14,969.57**

**Legend**

HM            Hotel/Motel Tax Account  
FR            TPA Fundraising Bank Account