

**Greene County Tourist Promotion Agency**  
**Board Meeting Minutes**  
**Wednesday, December 10, 2025**

**Present**

Allen Frye (phone), Lori Hellen, Christy Orndorff, Deneen Rhodes, and Bethany Tanner. Staff: JoAnne Marshall.

**Absent**

Shane Cole, Amy Hopkins, Ben McMillen, Kevin Paul, Megan Phillips, Sandy Throckmorton, and Sandy Wilson.

**Quorum Present?**        Yes

**CALL TO ORDER:**

1. Deneen Rhodes called the meeting to order at 3:38pm.
2. Bethany Tanner made the motion and Christy Orndorff seconded to approve the November 12, 2025 meeting minutes. The vote was unanimous.

**ACCOUNTS RECEIVABLE**

1. Christy Orndorff reported the ending balance as of November 28, 2025 for the TPA Fundraising was \$28,557.01. The Hotel/Motel Tax was not available at the time of the meeting.

**ACCOUNTS PAYABLE**

1. Bethany Tanner made the motion and Lori Hellen seconded to approve the December 10, 2025 Disbursement Request (Attachment 1) totaling \$7,214.78. The vote was unanimous.

**DIRECTOR REPORT**

1. JoAnne Marshall provided a general office update, noting the following items:
  - a. Vacation time is scheduled, and office availability will be limited over the holidays.
  - b. Daysha Skolnekovich and Gina Reeves will begin their internships on Monday, December 15th.
  - c. The computers have arrived and are expected to be installed over the next few weeks.

**COMMITTEE REPORTS**

**Finance**

1. Nothing to report at this time.

**Advertising**

1. Lori Hellen made the motion and Bethany Tanner seconded to approve Observer-Reporter's proposal for a full-page advertisement on page 3 of *GoXplore* in the March, June, September, and December 2026 issues at a cost of \$1,000 per issue. The vote was unanimous.
2. Bethany Tanner made the motion and Christy Orndorff seconded to approve New South Media's 2026 proposal of four full-page ads in Morgantown Magazine at \$800 each; four full-page ads in WV Living at \$1,750 each; one full-page ad in WV Weddings for \$1,750; and two months billboard ads at \$650 per month. The vote was unanimous.
3. Bethany Tanner made the motion and Christy Orndorff seconded to approve Table Magazine's 2026 proposal of four full-page ads, each accompanied by 100,000 targeted impressions and one banner ad at \$5,000 each. The vote was unanimous.
4. Christy Orndorff made the motion and Lori Hellen seconded to approve Greene Sports, LLC's pre-game sponsorship of radio and video for \$7,500. The vote was unanimous.

5. Bethany Tanner made the motion and Christy Orndorff seconded to approve Miles Partnership's 2026 proposal of the custom content article on VisitPA.com renewal at \$1,995; online leads program on VisitPA.com during Quarter 2 at \$2,250; five VisitPA monthly e-newsletter features at \$895 each; native advertising on VisitPA.com during Quarter 3 at \$975; programmatic media program on external websites in September at \$6,000; and a custom email campaign to VisitPA.com's subscriber database in July 2026 at \$5,500 if available. The vote was unanimous.

### **Special Projects**

1. Nothing to report at this time.

### **Hotel/Motel Tax**

1. In October 2025, hotel occupancy was 57.2%, the average daily room rate was \$99.08, revenue per available room was \$56.65, and a total number of 6,736 rooms were sold.

### **Long-Range Planning**

1. In November 2025, the Placer.ai data for Greene County recorded 510.9K visits from 215.3K visitors, with an average of 2.4 days in market. The top zip codes represented were Morgantown, WV; Washington, PA; Uniontown, PA; Masontown, PA; Canonsburg, PA; Fredericktown, PA; Fairmont, WV; Smithfield, PA; Wheeling, WV; and Brownsville, PA.

### **Partnership**

1. Nothing to report at this time.

### **America250PA**

1. Christy Orndorff made the motion and Lori Hellen seconded to approve America250PA's request of a \$1,000 Presenting County sponsorship for the January Kick-Off Events. The vote was unanimous.

### **OLD BUSINESS**

1. Nothing to report at this time.

### **NEW BUSINESS**

1. Bethany Tanner made the motion and Christy Orndorff seconded to approve moving the 2026 Board Meetings to 5pm on the second Wednesday of the month with the exception of August and November. The vote was unanimous.
2. Discussion was held on recommendations for board members including Allen Frye, Casey Durdines, Liz Menhart, and Kristy Vliet for the 2026-28 term.

### **PUBLIC COMMENT**

1. No comments

### **ADJOURNMENT**

1. The meeting adjourned at 4:30pm by a motion from Bethany Tanner and seconded by Lori Hellen. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, January 14 at 5pm.

*Minutes submitted by JoAnne Marshall, Tourism Director.*

Greene County Tourist Promotion Agency					
Disbursement Request - FY 2025 - Q4					
Wednesday, December 10, 2025					
Date	Invoice #	Vendor	Memo	Account	Amount
09/30/2025	2025 3Q	County of Greene General Fund	3rd Quarter Administration	HM	1,847.67
11/14/2025	16216	New South Media, Inc.	Morgantown (Winter 2025) - Full Page Ad	HM	800.00
11/30/2025	25110006	WANB Radio	November Tourism Radio (WANB -12 spots)	HM	240.00
11/30/2025	25110022	WKVE Radio	November Tourism Radio (WKVE-16 spots)	HM	320.00
11/30/2025	AMEX-November	County of Greene General Fund	American Express (November 2025)	HM	1,668.74
12/09/2025	2485	County of Greene General Fund	March 2025 Cell Phone	HM	42.57
12/09/2025	2486	County of Greene General Fund	April 2025 Cell Phone	HM	42.57
12/09/2025	2487	County of Greene General Fund	May 2025 Cell Phone	HM	42.57
12/09/2025	2488	County of Greene General Fund	June 2025 Cell Phone	HM	42.57
12/09/2025	2489	County of Greene General Fund	July 2025 Cell Phone	HM	39.53
12/09/2025	2490	County of Greene General Fund	August 2025 Cell Phone	HM	39.53
12/09/2025	2491	County of Greene General Fund	September 2025 Cell Phone	HM	39.53
12/09/2025	2492	County of Greene General Fund	March 2025 Printer	HM	204.95
12/09/2025	2493	County of Greene General Fund	April 2025 Printer	HM	204.95
12/09/2025	2494	County of Greene General Fund	May 2025 Printer	HM	204.95
12/09/2025	2495	County of Greene General Fund	June 2025 Printer	HM	204.95
12/09/2025	2496	County of Greene General Fund	July 2025 Printer	HM	204.95
12/09/2025	2497	County of Greene General Fund	August 2025 Printer	HM	204.95
12/09/2025	2498	County of Greene General Fund	September 2025 Printer	HM	204.95

12/09/2025	2499	County of Greene General Fund	October 2025 Printer	HM	204.95
12/09/2025	2500	County of Greene General Fund	November 2025 Printer	HM	204.95
12/09/2025	2501	County of Greene General Fund	December 2025 Printer	HM	204.95
				<b>Total</b>	<b>\$7,214.78</b>

**Legend**

HM Hotel/Motel Tax Account  
FR TPA Fundraising Bank Account