

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, January 14, 2026

Present

Casey Durdines, Lori Hellen, Liz Menhart, Ben McMillen (phone), Christy Orndorff, Megan Phillips, Deneen Rhodes, and Bethany Tanner. Staff: JoAnne Marshall.

Absent

Allen Frye, Kevin Paul, Sandy Throckmorton, and Kristy Vliet.

Quorum Present? Yes

CALL TO ORDER:

1. Deneen Rhodes called the meeting to order at 5:05pm.
2. Deneen Rhodes made the motion and Megan Phillips seconded to appoint Bethany Tanner as President. Vote passed with Bethany Tanner abstaining.
3. Casey Durdines made the motion and Deneen Rhodes seconded to appoint Liz Menhart as Vice-President. Vote passed with Liz Menhart abstaining.
4. Christy Orndorff made the motion and Casey Durdines seconded to appoint Deneen Rhodes as Secretary/Treasurer. Vote passed with Deneen Rhodes abstaining.
5. Liz Menhart made the motion, and Casey Durdines seconded, to appoint the following committee chairs: Advertising and Promotion—Ben McMillen; Bylaws—Casey Durdines; Finance—JoAnne Marshall and Lori Hellen; Hotel/Motel Tax—JoAnne Marshall; Long-Range Strategic—Ben McMillen; Partnership—Bethany Tanner; Special Projects—Allen Frye and Deneen Rhodes; and America250PA—Liz Menhart. The vote was unanimous.
6. Deneen Rhodes made the motion and Christy Orndorff seconded to approve the December 10, 2025 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE

1. Deneen Rhodes reported the ending balance as of December 31, 2025 for the TPA Fundraising was \$28,557.51 and the Hotel/Motel Tax was \$545,782.63.

ACCOUNTS PAYABLE

1. Christy Orndorff made the motion and Casey Durdines seconded to approve a change of signatories with the Community Bank Fundraising Account to Bethany Tanner, Liz Menhart, Deneen Rhodes, and JoAnne Marshall. The vote was unanimous.
2. Christy Orndorff made the motion and Casey Durdines seconded to approve the January 14, 2026 Disbursement Request (Attachment 1) totaling \$66,157.40. The vote was unanimous.
3. Liz Menhart made the motion and Christy Orndorff seconded to approve the payment of \$125.84 to Ogden Newspapers for the public notice published on January 11, 2026. The vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall provided a general office update, noting the following items:
 - a. Pittsburgh and Its Countryside met on January 8th. As a recap, Group Travel to our region was represented at five travel shows, a profile sheet has been created and the landing page at VisitPittsburgh has also been completed highlighting our region for group travel.
 - b. The America250PA Kick-Off Rally is on Saturday, January 24th at 12:15pm at the Greene County Courthouse. They are requesting RSVPs.
 - c. Two computers were purchased and installed in our office the third week of December. Microsoft Office products have not been installed.

- d. Daysha Fisher and Gina Reeves began working in the office on Monday, December 15th for their university internship projects.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Nothing to report at this time.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. In November 2025, hotel occupancy was 47.7%, the average daily room rate was \$94.05, revenue per available room was \$44.83, and a total number of 5,434 rooms were sold.

Long-Range Planning

1. From December 2024 to November 2025, Greene County generated 326.7K trips with an average monthly visitor of 18.7K. Visit Nights totaled 369.6K with an estimated spending of \$12.4 million. The top origins for all trips were Pittsburgh, PA, Clarksburg-Weston, WV, and Johnstown-Altoona, PA.

Partnership

1. Deneen Rhodes made the motion and Liz Menhart seconded to approve the 2025 Hospitality Awards. The vote was unanimous.
2. Deneen Rhodes made the motion and Liz Menhart seconded to approve the 2026 Annual Partnership Meeting on Tuesday, April 14, 2026 at Valley View Venue. The vote passed with Christy Orndorff abstaining.

America250PA

1. Casey Durdines made the motion and Deneen Rhodes seconded to appoint Liz Menhart, Kevin Paul, Ben McMillen, and Casey Durdines to a Heritage Tourism Grant Program committee. The vote was unanimous.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Nothing to report at this time.

PUBLIC COMMENT

1. No comments

ADJOURNMENT

1. The meeting adjourned at 6:06pm by a motion from Christy Orndorff and seconded by Lori Hellen. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, February 11 at 5pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Disbursement Request - FY 2026 - Q1					
Wednesday, January 14, 2026					
Date	Invoice #	Vendor	Memo	Account	Amount
01/06/2026	HRA Nov 2025	County of Greene General Fund	November 2025 HRA	HM	\$123.15
01/01/2026	126483	Miles Partnership	VisitPA.com - Constant Content Article Renewal	HM	\$1,995.00
01/01/2026	INV1180	VisitPITTSBURGH	2026 Pittsburgh Visitors Guide - Full Page Ad	HM	\$8,200.00
01/01/2026	2026	Greene Sports, LLC	2026 Visit Greene Pregam Show Sponsorship	HM	\$7,500.00
12/31/2025		Ogden Newspaper / Observer-Reporter	Xplore Magazine (Winter 2025) - Inside Cover Ad	HM	\$1,000.00
12/31/2025		County of Greene General Fund	2 Computers - Director and Intern #2	HM	\$1,909.58
12/31/2025	25120008	WANB Radio	December Tourism Radio (WANB -14 spots)	HM	\$280.00
12/31/2025	25120022	WKVE Radio	December Tourism Radio (WKVE-18 spots)	HM	\$360.00
12/31/2025	AMEX-December	County of Greene General Fund	American Express (December 2025)	HM	\$2,249.67
12/17/2025	16297	New South Media, Inc.	WV Living (Winter 2025) - Full Page Ad	HM	\$1,750.00
12/17/2025	121725-2	America250PA/PHL Visitors Center	America250PA Kick Off Sponsor	HM	\$1,000.00
12/15/2025	INUS06933	Placer.ai	Placer.ai Platform Access	HM	\$32,090.00
12/15/2025	125311	Miles Partnership	Happy Traveler Guide (2026) - Full Page Ad	HM	\$7,575.00
12/10/2025	8596	Greene County Chamber of Commerce	2026 Chamber Dues	HM	\$125.00
				Total	\$66,157.40

Legend

HM Hotel/Motel Tax Account

FR TPA Fundraising Bank Account