

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, July 8, 2026

Present

Allen Frye, Liz Menhart, Ben McMillen, Deneen Rhodes, Bethany Tanner, and Kristy Vliet. Staff:
JoAnne Marshall and Olivia Kiger.

Absent

Casey Durdines, Lori Hellen, Megan Phillips, Christy Orndorff, Kevin Paul, and Sandy Throckmorton.

Quorum Present? Yes

CALL TO ORDER:

1. Bethany Tanner called the meeting to order at 5:03pm.
2. Deneen Rhodes made the motion and Ben McMillen seconded to approve the June 10, 2026 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE

1. Deneen Rhodes reported the ending balance as of June 28, 2026 for the TPA Fundraising was \$29,114.74 and the Hotel/Motel Tax was \$464,210.92.

ACCOUNTS PAYABLE

1. Ben McMillen made the motion and Liz Menhart seconded to approve the July 8, 2026 Disbursement Request (Attachment 1) totaling \$29,785.26. The vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall provided a general office update, noting that Olivia Kiger's last day with the agency is today as she has accepted a position in Virginia. JoAnne also shared that she will be on vacation from July 10–20.
2. The Miss Rain Day Pageant participants will once again decorate the tourism office window in preparation for Rain Day festivities.
3. JoAnne reported that merchandise is no longer being sold from the tourism office, and the remaining petty cash has been deposited into the agency's bank account.
4. She also informed the board that the county credit card is temporarily unavailable due to a change in the county's designated cardholder. In the meantime, she has been using her personal credit card for approved agency expenses until the issues are resolved.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Digital & Social Media Update — Year to Date (January 1–June 30, 2026)

The Tourist Promotion Agency's social media and website channels showed strong reach and engagement through the first half of 2026. Facebook generated 2.0 million views and reached 416,200 viewers, with 18,700 content interactions. Instagram reached 11,700 users with 59,400 views and 3,000 content interactions. VisitGreene.org recorded 31,900 users, 50,658 page views, and 1,987 resource/file downloads.

Top-performing content across platforms centered on community events, including Flashlight

Drags, the Greene County Mega Pull, and the Battle & Thrive Food Truck Festival. On the website, the Home Page, Fish Fry blog, and America 250th page drove the most traffic.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. In May 2026, hotel occupancy was 66.1%, the average daily room rate was \$94.04, revenue per available room was \$62.13, and a total number of 7,782 rooms were sold.

Long-Range Planning

1. According to Placer.ai, total trips to Greene County reached 29.2K in May 2026, showing a decline of 9.1% and a significant year-over-year drop of 17%, indicating a softer demand period.

The average trip duration in May 2026 was 2.2 nights, which is up 10.8% compared to last year, suggesting visitors are opting for slightly longer stays despite the overall decline in visitor numbers.

Johnstown-Altoona, PA climbed to rank 3 among origin markets, while Charlestown-Huntington, WV moved up to #5, highlighting shifts in regional visitor dynamics.

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. Bethany Tanner suggested adding a note to all major event listings directing visitors to the lodging section of the Visit Greene website for accommodations.
2. Olivia Kiger expressed her sincere appreciation to the Tourism Board for the opportunity to serve as an intern, noting the positive impact the experience has had on her personal and professional growth.

ADJOURNMENT

1. The meeting adjourned at 5:31pm by a motion from Liz Menhart and seconded by Deneen Rhodes. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, August 5 at 5pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Disbursement Request - FY 2026 - Q3					
Wednesday, July 08, 2026					
Date	Invoice #	Vendor	Memo	Account	Amount
04/30/2026	2528	County of Greene General Fund	Copier (April 2026)	HM	216.92
05/31/2026	050629	Ogden Newspapers	Dominion Post: Guide to Summer 2026	HM	1,250.00
05/31/2026	050633	Ogden Newspapers	Greene County Magazine (Summer 2026)	HM	500.00
06/08/2026	2529	County of Greene General Fund	Verizon Cell Phone (March & April 2026)	HM	229.09
06/19/2026	370726	Where & When	Where & When (Fall 2026): Half Page Ad	HM	1,501.19
06/23/2026	79318	Direct Results	Placemat Ad (July 2026)	HM	170.00
06/30/2026	16867	New South Media, Inc.	Digital Products (July 2026)	HM	500.00
06/30/2026	2530	County of Greene General Fund	Payroll - Director (June 2026)	HM	3,734.62
06/30/2026	2534	County of Greene General Fund	Payroll - Interns (June 2026)	HM	4,696.75
06/30/2026	AMEX-June	County of Greene General Fund	American Express (June 2026)	HM	2,224.87
06/30/2026		WKVE Radio	WKVE Tourism Minute (June - 16 Spots)	HM	320.00
06/30/2026		WANB Radio	WANB Tourism Minute (June - 13 Spots)	HM	260.00
06/30/2026		County of Greene General Fund	Difference Card (June 2026)	HM	360.74
07/01/2026	777-305826- 848296	Learfield	2026-25 WV Sponsorship Customer # KR207208	HM	13,000.00
07/08/2026	3629	JoAnne E Marshall	Meta Ads	FR	821.08
			Total		\$29,785.26

Legend

HM Hotel/Motel Tax Account

FR TPA Fundraising Bank Account