

Greene County Tourist Promotion Agency

Board Meeting Minutes

Wednesday, July 10, 2019

Present: Ben McMillen, Justin McWilliams, Lauren Stauffer, Adam Stokes, Lorinda Trovato, Sandy Wilson, and Blair Zimmerman. Staff: JoAnne Marshall.

Absent: Ann Bargerstock, Courtney Hursey, Nicole Mitchell, Deneen Rhodes, and Shelley Younken.

Quorum Present? Yes

CALL TO ORDER:

1. The meeting was called to order at 3:25 p.m. in the 2nd floor conference room of the County Building.
2. Blair made a motion and Lorinda seconded to approve the June 12, 2019 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE:

1. As of June 28, the Hotel/Motel 3% Tax bank account ending balance is \$132,760.75; the TPA Fundraising Account ending balance is \$42,206.64; and the TPA MMA Savings Account ending balance is \$10,979.58.

ACCOUNTS PAYABLE:

1. Blair made a motion to approve the July Disbursement Request sheet (attached) and Justin seconded. The vote was unanimous.

DIRECTOR MONTHLY REPORT:

- High Point Pro Motocross National for 2018 had the highest unique broadcast viewers on NBC with 705,000 viewers. For 2019, High Point had one hour on NBC, 4 hours on NBC Sports Gold, 2 hours on MAVTV, and 2 hours on NBCSN.
- A dedication ceremony for Umbrellas Over Rain Day will be held on the Courthouse steps at 11 a.m. on Saturday, July 20. Tourism will be speaking and is invited to attend.

COMMITTEE REPORTS:

Advertising & Promotion:

The Google DMO Partnership Program has allowed Greene County Tourism to become a Trusted Verifier and My Business Provider for Greene County. The Trusted Verifier program permits us to arrive on site at locations to assist with verifying business listings using an android phone and a Google app specifically for this program. My Business Provider allows us to assist with verifying listings for a minimum of 100 unclaimed businesses within Greene County from a desktop.

Blair made the motion and Sandy seconded to approve the purchase of an android phone with an unlimited smartphone plan for \$50.05 per month.

Bylaws: *Nothing at this time.*

Finance: Sandy made the motion and Justin seconded to accept the 1st Quarter Financial Report for 2019 (attached).

Fundraising: The fundraising committee will hold a planning meeting for the September 8th VIP Mystery Tour the week of July 22-26 at Thistlethwaite Vineyards. Any board member interested in assisting with planning the tour should touch base with JoAnne on their availability for a meeting.

Grants: Blair made the motion and Lorinda seconded to approve the final disbursement of \$500 to Rices Landing Volunteer Fire Department for the Riverfest's advertising and promotion grant.

Hotel/Motel Tax: Hotel occupancy for May 2019 was 77.0% with an average daily room rate of \$781.62 and revenue per available room at \$62.88.

Long-Range/Strategic Planning: *Nothing at this time.*

Partnership: *Nothing at this time.*

Greene County Tourist Promotion Agency

OLD BUSINESS:

1. The Greene County Historical Society Museum will host us and the Visit Upper Ohio Valley regional tourism committee on Thursday, July 25 at 11 a.m. Valley View Farm will host our annual partnership meeting at the beginning of 2020.
 - a. Justin made the motion and Sandy seconded to cater the Visit Upper Ohio Valley regional tourism meeting at \$14 per person from 5 Kidz Kandy. The menu consists of a garden salad, variety of finger sandwiches, pasta salad, mini cupcakes, beverages, and supplies.
2. JoAnne has reached out to State Rep. Pam Snyder's office for a contact at PennDOT to discuss the way finder sign project.
3. The window vinyl design for our office window will be the two photos of the Monongahela River from the Greene River Trail and Memories & Melodies' photo of the White Covered Bridge. Installation should be completed by the end of July.
4. Matt Cumberledge from the Greene County Historical Society is collaborating with Tourism on the Covered Bridge miniature to take to the Jacktown Fair parade. It will then remain on permanent display at the museum. It was discussed to bring the covered bridge out on display at the Rain Day Festival.

NEW BUSINESS:

1. Blair mentioned the possibility of raising the 3% local occupancy tax to 5%. Discussion was held on some of the possibilities of the extra revenue and the effect of the tax increase on the hotels. After discussion, the board was in favor of furthering the talks. More information will be gathered on the legislature to be presented at our August board meeting.

PUBLIC COMMENT:

None

ADJOURNMENT:

1. The meeting adjourned at 4:40 p.m. by a motion from Blair and seconded by Adam. The next meeting will be Wednesday, August 14 at 3:30 p.m. in the 2nd Floor Conference Room of the County Building.

Minutes submitted by JoAnne Marshall.

Greene County Tourist Promotion Agency

Revised
1:44 PM
7/10/2019

Greene County Tourist Promotion Agency
Disbursement Request - FY 2019 - Q2
July 10, 2019

Date	Invoice #	Vendor	Memo	HM	FR	MM	Amount
05/31/2019	19050027	WVNB Radio	May Tourism Minute (12 spots)		X		240.00
05/31/2019	58918	West Virginia Newspaper Publishing Co.	Guide to Summer (2019) - Back Cover	X			2007.00
06/11/2019	696784134-01	OTC Brands, Inc.	Window Display (Blue Fringe Curtains)		X		66.55
06/18/2019	2144	County of Greene General Fund	June Windstream	X			17.84
06/19/2019	2213	Greene County Chamber of Commerce	Network Lunch - June 2019 (1 guest)		X		15.00
06/21/2019	2147	County of Greene General Fund	June Payroll	X			4725.70
06/24/2019	073653	County of Greene General Fund	Travel Expenses - Adams (May-June Mileage)	X			94.19
06/24/2019	073660	County of Greene General Fund	Travel Expenses - Marshall (May-June Mileage)	X			188.61
06/24/2019	073670	County of Greene General Fund	Travel Expenses - McKnight (June Mileage)	X			26.22
06/24/2019	2019-8287	New South Media, Inc.	WV Living (Summer) - Full Page Ad	X			1700.00
06/30/2019	28566	Pittsburgh Post-Gazette	2019 Digital Campaign (June)	X			500.00
06/30/2019	WV74210	Observer Publishing Company	Greene Co Living (Summer) - Quarter Page Ad	X			228.00
07/01/2019	015-181249	CTM Media Group Inc.	Ohio Amish Country Distribution (July)	X			482.50
07/01/2019	2145	County of Greene General Fund	July Avaya	X			14.78
07/01/2019	2146	County of Greene General Fund	July Copier	X			337.49
07/01/2019	GCTPA0719P	Pennsylvania On Display	PA Brochure Distribution (July)	X			336.00
07/05/2019	36721	Direct Results	GreeneScene (Aug, Sept, & Nov.) - Quarter Page Ads	X			1200.00
07/05/2019	2148	Rhodes and Hammers Printing, Inc.	Visit Greene Rack Cards - 20,000 qty	X			1575.00
07/08/2019	261390	County of Greene General Fund	June Postage	X			390.51
07/08/2019	36738	Butler Eagle	100 Things to Do (Summer) - 2x2 Ad	X			96.43
07/08/2019	AMFX ConstantContact	Direct Results	Parade Float - Banners & Signs	X			319.00
07/09/2019	Facebook	County of Greene General Fund	Constant Contact (6-month) Prepay Email	X			193.50
07/09/2019	Facebook	Joanne E Marshall	Facebook Advertising (6/12/19-7/9/19)	X			25.00
07/10/2019		Jim Weinschenker	Sale: 1 "Waynesburg & Washington Railroad-Second Number 4" book	X			25.00

TOTAL REQUESTED THIS REPORT \$ 14,784.32

Compiled by:
Payment Authorized by:
Payment Authorized by:

Jim S. Marshall
Joanne E Marshall

Date: 7/10/19
Date: 7/10/19
Date: 7-10-19

HM= Hotel/Motel Tax Account
FR= TPA Fundraising Account
MM= TPA Money Market Account

COPY

Greene County Tourist Promotion Agency

1:57 PM
07/10/19
Accrual Basis

Greene County Tourist Promotion Agency
Profit & Loss Budget vs. Actual
January through March 2019

	Jan - Mar 19	Jan - Mar 19 Budget	2019 Budget	% of Budget
Ordinary Income/Expense				
Income				
43310 · County Personnel Contribution	4,275.73	9,550.03	38,200.00	11%
43110 · Hotel/Motel Tax	40,232.77	41,250.00	165,000.00	24%
43115 · Charges for Services				
Advertising Sales				
Co-Op Advertising Sales	0.00	1,500.00	1,500.00	0%
Visitor Guide Ad Sales	6,675.00	6,500.00	6,500.00	103%
Total Advertising Sales	6,675.00	8,000.00	8,000.00	83%
Inventory Sales	126.83	75.00	1,000.00	13%
Partnership Dues	6,260.00	6,700.00	6,700.00	93%
43115 · Charges for Services - Other	35.00	0.00	0.00	0%
Total 43115 · Charges for Services	13,096.83	14,775.00	15,700.00	83%
43205 · Interest Income	273.94	150.00	600.00	46%
48900 · Shipping and Delivery Income	13.00	0.00	0.00	0%
Total Income	57,892.27	65,725.03	219,500.00	26%
Gross Profit	57,892.27	65,725.03	219,500.00	26%
Expense				
Personnel/Payroll				
61105 · Salaries & Wages	14,305.16	16,500.00	68,000.00	21%
61205 · Medical Coverage	3,774.89	2,700.00	10,800.00	35%
61210 · Workers Comp.	24.78	62.53	250.00	10%
61215 · Unemployment Comp.	469.54	250.03	1,000.00	47%
61221 · Social Security Tax	840.70	1,000.03	4,000.00	21%
61222 · Medicare Tax	196.59	250.03	1,000.00	20%
61225 · Life Insurance	31.20	75.00	300.00	10%
61230 · Retirement	0.00	0.00	2,500.00	0%
Total Personnel/Payroll	19,642.86	20,837.62	87,850.00	22%
Services				
62740 · Partnership Meetings	1,322.13	3,000.00	3,000.00	44%
62205 · Local Service	98.62	124.97	500.00	20%
62305 · Postage/Shipping	423.14	1,000.03	5,000.00	8%
62310 · Advertising				
Distribution Program	2,058.00	2,275.03	9,100.00	23%
TV / Radio				
WANB Radio	0.00	0.00	3,000.00	0%
Total TV / Radio	0.00	0.00	3,000.00	0%

Print

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Misc. Print	0.00	8,580.94	8,580.94	0%
Where & When	0.00	0.00	2,710.00	0%
VisitPittsburgh	4,200.00	4,200.00	4,200.00	100%
Observer-Reporter	324.00	331.56	3,729.06	9%
New South Media - WV Living	1,700.00	1,700.00	5,100.00	33%
Herald-Standard / GC Messenger	0.00	0.00	3,330.00	0%
GreeneScene / Direct Results	0.00	500.00	1,000.00	0%
Coal Show Program	0.00	0.00	150.00	0%
Chamber of Commerce	100.00	100.00	350.00	29%
Pennsylvania Vacation Guide	5,557.50	5,850.00	5,850.00	95%
Total Print	11,881.50	21,262.50	35,000.00	34%
Digital				
www.VisitPA.com	3,442.50	3,150.00	3,150.00	109%
www.VisitPITTSBURGH.com	1,500.00	1,500.00	1,500.00	100%
Misc. Digital	0.00	365.00	365.00	0%
Website Hosting	181.53	285.00	285.00	64%
Web Advertising	0.00	3,400.00	3,400.00	0%
Social Media Advertising	0.00	0.00	1,000.00	0%
Email Marketing	0.00	300.00	300.00	0%
Total Digital	5,124.03	9,000.00	10,000.00	51%
Promotional Materials	0.00	250.03	1,000.00	0%
Vendor Fees	315.00	250.03	1,000.00	32%
Total 62310 - Advertising	19,378.53	33,037.59	59,100.00	33%
62405 - Travel Expenses/Mileage	108.29	375.00	1,500.00	7%
62605 - Dues & Subscriptions	100.00	375.00	1,500.00	7%
62610 - Printing & Reproduction	16,293.55	13,000.00	22,000.00	74%
62615 - Employee Development/Conference	898.68	1,062.53	1,250.00	72%
62735 - Other Professional Services	0.00	499.97	2,000.00	0%
Total Services	38,622.92	52,475.09	95,850.00	40%
Materials & Supplies				
63106 - Merchandise - New Inventory	0.00	0.00	0.00	0%
63105 - Supplies	0.00	250.03	1,000.00	0%
Total Materials & Supplies	0.00	250.03	1,000.00	0%
65110 - Tourism Grants				
Capital Development	5,350.00	10,000.00	10,000.00	54%
Community Events & Projects	14,075.00	21,000.00	21,000.00	67%
Donations & Sponsorships	0.00	300.00	300.00	0%
Total 65110 - Tourism Grants	19,425.00	31,300.00	31,300.00	62%

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Indirect Expenses				
65115 · Indirect Administration	1,168.08	825.00	3,300.00	35%
Total Indirect Expenses	1,168.08	825.00	3,300.00	35%
62810 · Miscellaneous Service Expenses				
PA Sales Tax	(0.13)	49.97	200.00	0%
PayPal Fees	0.00	0.00	0.00	0%
Total 62810 · Miscellaneous Service Expenses	(0.13)	49.97	200.00	0%
Total Expense	78,858.73	105,737.71	219,500.00	36%
Net Ordinary Income	(20,966.46)	(40,012.68)	0.00	0%
Other Income/Expense				
Other Expense				
Balancing Adjustments	0.00	0.00	0.00	0%
Total Other Expense	0.00	0.00	0.00	0%
Net Other Income	0.00	0.00	0.00	0%
Net Income	(20,966.46)	(40,012.68)	0.00	0%