May 4, 2011

AMTA Board Meeting:

In Attendance: Collin Cash, Diane Stone, Katie Brenckle, Judy Renfroe, Jacquie Wansley, Theresa Jenkins, Brandi Wigley, Brittney Gray, Gordon Price, Nancy Price, Beth Bailey, Jon Brasher

NEW PO BOX IS PO BOX 392 Fayetteville, GA 30214

Guest Karen/Bluebonnet Designs

Next Board meeting July 13 at GDEcD Tourism office

Board meeting minutes motion to approve Jenkins, second, Stone all approved.

Treasurers Report: presented by Price…motion to approve Cash, second Price all approved

GDEcD Tourism report: presented by Gray

Editing Calendar of Events

80 Days of Giveaways: Fan page available on ExploreGeorgia.com please fan the page on Facebook.

CVB Marketing Partnership:

Working on Travel Writers Fams concentrating Local Atlanta area Travel Writers. Large list of potential writers. Will take place in fall 2011

3 Themes: Off the beaten path Adventures, Cuisine and Discovery. Partners can pick one them to be included in.

Gov Conference September 12-13-14

Governmental Affairs: No report

Public Relations:

Bailey for Cline: Membership list as been updated.

Time to freshen community pages on website

Meetings: Report by Stone:

Next General Meeting in Johns Creek hosted by CVB. June 1.

Membership: reported by Renfroe Please continue to invite guests. Committee is following up on several prospects.

Sales Opportunities: Report by Cash: committee is now staffed.

Attended Southeast Travel Show Greenville, SC: lots of leads for the Pay to Play partners. Drawing winners for door prizes.

511 traffic line, opportunities to advertise on signage, website, and digital coupons.

Looking into Birmingham Women's show.

New Business:

Board Vacancy: term will expire end of 2011-Discussion of possible replacements.

Beth will handle contacting prospects.

Old Business: GDEcD Sales meeting: Beth Bailey and Theresa Jenkins will meet with Sales team in Athens on May 5.

Travel Media Marketplace: 5/12 kicks off travel writers from US and Canada, Brandi/Atlanta History and Katie Brenckle/Dunwoody will represent AMTA at trade show.

Southern Living-Media Event: Gray: Bailey and Gray hosted a lunch at offices, editors were very impressed, 175 attendees. Atlanta Metro played a huge part and event was well received.

Website – presentation by Karen. Needs to be rebuilt to take advantage of all the new technology (ex, rotating images, flash, etc.)

Home page need to be revamped.

Visitors seek Outdoor, and coupons.

More electronic coupons, QR codes etc.

Adding Google translator to make international travelers welcome to site.

Add sales leads from Tourism Department.

Meeting adjourned 1155am