

Atlanta Metro Travel Association

Board meeting minutes

Meeting date: Wednesday January 7, 2009

Meeting called to order at 10:10am

In attendance:

Board members:

Theresa Jenkins

Jonathan Boisjolie

Gordon Price

Diane Stone

Jo Ann Haden-Miller

Jon Brasher

Janet Rodgers

Beth Bailey

Jon Brasher

Additional attendees:

Abbey Harwell

Kym Hughes

1st order of business, approval of November 2008 board minutes. Motion Brasher, 2nd Bailey, all voted to approve.

Treasurer's report presented by Gordon Price.

Report was approved with motion from Bailey and 2nd by Haden-Miller, all voted to approve.

Discussion about AMTA admin position. We are moving forward to pursue a person, from within our industry to fill this role.

We had two no shows from Hampton Inn Downtown for Holiday luncheon. Motion was made by Bailey to reimburse Gwinnett CVB for \$80, Boisjolie seconded the motion and it passed unanimously.

Coop advertising report presented by Abbey Harwell.

Atlanta.net coop project is on fast track. Partners inputting info to Haden Miller.

Laurie Rowe Communications is updating AMTA's website at expense of coop committee, in preparation of the Atlanta.net initiative.

Ongoing and annual event pages are being added to AMTA website

User name and password changing on February 1 for AMTA website member pages.

Will only be available to paid current members.

Adding HOT DEAL button for home page.

Karen from Blue Bonnett designs is attending February General meeting to give update on site.

Ads for AMTA will appear in March and April 2009 Southern Living.
Georgia Newspaper insert for spring 2009

PR/Member Memo: Report given by Beth Bailey

Megan Spears with Clayton County CVB is new point person for PR and member memo.
February 1, all non members will no longer receive member memo reminders.
Working on quarterly consumer newsletter.
Working on a pay to play structure for email blasts from membership with newsletter and offers.

Sales Committee, report given by Beth Bailey and Jonathan Boisjolie
Organizing tour operator fams, dates and details to follow.
Also working on educator fams, dates and details to follow.
AMTA days at the VIC's-dates TBA
Working on developing a coupon book for conventioners, promoting membership.

Membership, report given by Diane Stone.
List of renewals and pending renewals was distributed.
Letter of 2009 AMTA opportunities being sent to those that have not renewed.

Governmental Affairs, report given by Kym Hughes.
Group from AMTA planning meeting with Charlie Gatlin, GDEdTourism.
Tourism day is January 27 at state capital.
Trade out for membership with popcorn company for treats at our booth.
Volunteers needed.

Meetings report given by Jon Brasher.
February general meeting is at Island Ford Recreation area and is hosted by Sandy Springs Tourism on Wednesday Feb 4. This is our program of work meeting.

New business
2 open board positions, 2 year term with the resignation of Catherine Stolarski and LaTosha Francisco due to job changes.
Trey Baggerly with Coweta CVB and Jacquie Wansley World of Coke were identified as potential board members.
Committee chairs need to have all info for PowerPoint for Feb 4 meeting to Theresa Jenkins by January 28.

Meeting adjourned at 1140am.