

**AMTA Board Meeting
January 9, 2008
Gwinnett Convention and Visitors Bureau**

Members Present:

Janet Rodgers, Judy Renfroe, Theresa Jenkins, Linda Harris, Jonathan Boisjolie, Jon Brasher, Beth Bailey, Cricket Elliott-Leeper, Diane Stone, Gordon Price

Non-Members Present: Victoria Jones

Meeting called to order by President Janet Rodgers

The Minutes from the November meeting were distributed and reviewed. Judy Renfroe moved to approve the minutes. Jon Brasher seconded and the motion passed.

Gordon Price made the Treasurer's Report. 2008 dues were collected in 2007. Website maintenance has been paid. Co-op invoices went out at the end of December. Jon Brasher moved to accept report and Beth Bailey seconded.

Committee Updates

Website- Barbara Daniell has become much more involved with her current position, and is unable to continue the website updates for the Member Memo. Victoria Jones volunteered to replace Barbara and work with Karen on the website. Janet to get together with Victoria to review and bring her up to date.

Per Diane Stone, Karen has offered as part of her service, to provide AMTA members with their own webpage as part of the AMTA website. This would be a great benefit for members who do not have a website of their own.

Visitors Guide- Lisa Anders to update on the status at a later time.

DeKalb CVB has offered the services of Jeff Mills for 6 months to build the Business Development position in an effort to go after sponsorships and co-op dollars for AMTA. A job description will need to be developed prior. Theresa Jenkins, Judy Renfroe, Gordon Price and Diane Stone will head up a Task Force to come up with the job description for an Executive Director of Business Development. Gordon Price made a motion to hire Diane Stone to gather information and format the job description. Jonathan Boisjolie seconded. Judy Renfroe moved to pay Diane for her Task Force services. Linda Harris seconded.

Co-op- Theresa Jenkins said that the website optimization has been done. Gary Smith with Smith Wells will come and make a presentation. Spring placement ads for Southern Living will be in February, March, April and May. To date, \$13,326 has been generated from the spring press trip.

Fulfillment – Beth Bailey is no longer able to provide this service. Judy Renfroe made a motion to look into having a current Clayton employee to handle the fulfillment. Beth will get a price per piece or hourly rate for Phyllis to further continue this service. Theresa Jenkins seconded.

Public Relations- Victoria Jones will be heading up the Public Relations committee from this point.

Sales- Beth Bailey reported that the AAA Birmingham show will be attended by Judy Renfroe, Brittney Gray and Barbara Mullin. Brittney will bring all the leads back and distribute to AMTA members.

We will order an additional tablecloth for the booth table. Currently working on a new display for future shows.

Meeting/Programs – Linda Harris is open to suggestions for new meeting locations. Also looking for new topics to be discussed at the general meetings. More attractions/venues needed. Suggestion was made for possible trade-out of membership dues with attractions for new meeting sites.

Membership – Diane Stone reported that 61 Organizations have renewed their membership. Overall, the membership is in good shape. The membership committee is kicking off their membership drive next week and will preview it for the next February general meeting. “Take Flight in 08” is the campaign slogan for the membership drive. There will be a \$100 prize drawing for the member that brings in the most new memberships. Grand prize drawing will be held at the December holiday event.

Governmental Affairs – Judy Renfroe passed out her proposal for the 2008 program. Tourism Day at the Capital is January 29th. All CVB’s need to have their pictures in to Kim for the display table. Room #228 is the staging area. 7:30am is the set up time. AMTA will have PayDay candy bars, visitor guides and the Top 100 to distribute. There is a special rate of \$89 at the Atlanta Hilton for anyone who wants to stay overnight.

Janet reviewed the “Program of Work” to be presented at the February meeting. Any changes or additions need to be sent to Janet ASAP.

Gordon stated that AMTA was asked to join GACVB and TDAG. The committee voted no to GACVB because CVB’s are already members. Will wait for the TDAG invoice before making a decision.

Meeting was adjourned.

Cricket Elliott-Leeper, Secretary