

Atlanta Metro Travel Association Board Meeting Minutes

March 4, 2009

Location: Atlanta CVB office

In Attendance: Jenkins, Brasher, Price, Miller, Renfroe, Wansley, Boisjolie, Stone, Bailey, Spears, Baggarly, Wigley

Meeting called to order at 950am

Welcome by JoAnn Haden Miller/ACVB

Jeff Mills has had to resign position of Secretary; Jon Brasher was nominated to fill the role. Motion made by JH Miller, second by Judy Renfroe, approved by remainder of board unanimously.

New board members were nominated:

Jacque Wansley World of Coca Cola

Tray Baggarly Coweta County CVB

JH Miller made motion to accept new board members, Judy Renfroe Second, approved unanimously by remainder of board.

Approved January board minutes, Bailey motion, Boisjolie second, all approved.

Treasurer's report given by Price. AMTA in overall good financial shape

Motion to approve-Renfroe, second Miller, all approved.

New Business:

Georgia Technical Conference being hosted in Marietta at Marietta Conference Center April 20-21.

July 31 is deadline for Grants for 2010 through State of Georgia

Executive committee will control Sunshine fund and determine gifts/cards for members and friends of AMTA, and send when appropriate.

Recommendation was made by Jenkins to offer Holly McKinley Association Executive position. Renfroe will make formal offer. And made motion to accept, Miller made seconded motion all approved.

Coop report given by Miller

Update was given on Atlanta.net website initiative.

Mockups of AMTA pages distributed by Miller. Theme will be History and Southern cuisine.

Incentive-Package giveaway, enter to win button to collect email information

Each community will have photo icon on landing page with a click thru link to an individual community page with offers.

Planning Spring /Summer travel writers press trip. 3 of 4 writers confirmed. Deadline to participate March 4 trip planned for 5/18-22/09.

AMTA website has new content written by Kathy Witt

PR/Member Memo report given by Megan Spears
Consumer newsletter signup is on AMTA website
Megan is also working on guidelines for getting info onto website and member memo.

Sales committee report given by Bailey/Boisjolie:
Planning 3 tour operator fams: June: Clayton, Henry, McDonough, Morrow and Coweta
August: Alpharetta, Roswell, Gwinnett, DeKalb, Sandy Springs
December: Cobb, Marietta, Villa Rica, Douglasville, Atlanta
Considering developing coupon book discussion was held to determine audience. Bailey is contact.
Boisjolie is researching an AMTA education fam more info to follow.

Governmental Affairs report given by Renfroe. Reported on Macon Hotel tax issue.

Meetings committee report by Brasher:
April meeting will be held at Atlanta History Center on April 1.
We will enact a signup sheet for 10 announcements at end of meeting by attendees.
People that signup when they arrive can have give a 30 second commercial.

Discussion was held about future meeting locations and topics.

Membership report by Wigley and Stone:
New members announced: Lawrenceville Tourism, Johns Creek CVB, Alliance Theater
Meetings committee report by Brasher:
April meeting will be held at Atlanta History Center on April 1.
May Board meeting May 5 location TBA

Meeting adjourned at 11:50am