

AMTA Board Meeting

May 7, 2008

Cobb CVB

Board Members Present:

Janet Rodgers, Cricket Elliott-Leeper, Diane Stone, Jon Brasher, Beth Bailey, Theresa Jenkins, Gordon Price, Jeff Mills, Judy Renfroe, Jonathan Boisjolie, Barbara Mullin

Board Members Not Present: Linda Harris, JoAnn Haden-Miller

Non Board Members Present: Victoria Jones, Brittney Gray

Meeting called to order by President Janet Rodgers. A Welcome was given by Judy Renfroe.

The minutes from the March meeting were approved unanimously after an amendment to the Sales portion and following a motion from Jeff Mills and a second by Judy Renfroe.

Treasury Report – Gordon Price reviewed the Treasury Report. After reviewing the report, the question was posed regarding non-payment of co-op partners. The Board discussed inputting guidelines and by-laws in the future co-op commitment forms which will give a deadline for payment date. If funds are not received by the due date, that co-op partner will be unable to participate in the program. Theresa Jenkins stated that AMTA should receive the matching co-op funds from the State by the end of June.

Judy Renfroe motioned to approve the Treasury Report and Jonathan Boisjolie seconded the motion. All members approved.

COMMITTEE UPDATES:

Co-op- Theresa Jenkins reported on the Grant update. The 2008 report should be coming out very soon. The Press Trip is scheduled to take place for the Northern region October 27-31, 2009. May 2009 will cover the Southern region. Exact dates for May have not been determined. The bulk of the co-op will be used to partner with the State for the Atlanta.net marketing campaign. Part 1 of the campaign will come out in the fall and Part 2 will be in the spring. Gordon brought up that the cost of postage was really draining the funds. The current AMTA guide cost \$.92 cents each and that finding stamps for that amount had become extremely difficult. Jeff Mills suggested that we discontinue the \$.92 cent VG and replace it with the Top 100 which cost much less. The current inventory of VG would be shipped directly to the Welcome Centers for distribution.

Website & Public Relations- Victoria Jones reported that Travel Media Marketplace was a great show. She will follow up with a thank you letter and include the Top 100 to the writers that attended. The leads from TMM will be listed in a spreadsheet and included in the website for the all members. The press release for National Tourism Week and the No Tax Holiday will be going out to all members. The AMTA profile sheet will also go onto the website.

Visitors Guide- Theresa Jenkins reported that the Visitors Guide committee met to discuss whether or not to continue with an AMTA Visitors Guide. The committee felt that due to such little ad revenue in AMTA region that they would no longer produce an AMTA Visitors Guide. Instead, they would expand the Top 100 brochure to include a panel that would drive people directly to the website, expand offerings and coupons, the brochure would be bigger and the distribution would increase to 100,000. Top 100 would then become the primary fulfillment piece for the membership. It was determined that the co-op department should not carry the cost of the new piece entirely and that \$4000 from the membership revenue would go towards the co-op budget and the newly expanded Top 100 brochure. Beth Bailey made a motion to approve and Jon Brasher seconded the motion. All members unanimously approved.

Sales- Jon Brasher provided the itinerary for the VIC FAM which will be next Tuesday – Thursday, May 13-14.

Jonathan Boisjolie reported that the sign-up sheet for the AMTA Blitz had gone out. Only 5 have signed up for the trip at this time. In order to cover expenses for transportation alone, they would need at least 10 participants. Barbara Mullin and Jonathan will discuss whether or not they will downsize the bus to accommodate the group or cancel the spring trip entirely.

Membership- Diane Stone distributed the list of 7 new members. She asked that everyone on the Board tell who they were trying to get to get to become a member and asked that everyone please reach out in an effort to increase membership. Diane reported that the efforts of the membership committee were truly paying off with the great turnout of the last general meeting held at the zoo. Diane feels that the personal contacting of the members to remind them and encourage their attendance was working well. There will be a \$100 pro-rated fee membership for anyone joining in June.

Meetings/Programs- The next General Meeting will be June 4, 2009 at the High Museum of Art. The Road to Freedom Exhibit will be taking place during that time. The remaining general meetings are scheduled as follows:

<u>General Meeting</u>	<u>Location</u>
June 4, 2009	High Museum of Art
August 6, 2009	CNN Center
October 1, 2009	Center for Puppetry Arts
December 3, 2009	Holiday Lunch hosted by GCVB – location TBD

<u>Board Meeting</u>	<u>Location</u>
July 9, 2008 – Cancel	
July 17 & 18 – Strategy Mtg.	TBD
September 17, 2009	Security Bank of North Fulton
November 10 & 11 – Retreat	TBD

Governmental Affairs – Judy Renfroe reported a disappointing legislative session this year, but no other news to report.

Brittney Gray reported for the state that you could now go onto Exploregeorgia.org and update your profile information. And that all the regional reps will participate in a webinar to learn how to use the new site so that they can better explain the new site to everyone. Brittney also participated in the Post FAM for Travel Media Marketplace which generated a great deal of interest.

New Business: Hard Rock Café Expo is June 13-16, 2009. It is open to all AMTA members to participate.

The Secretary position will recapture the responsibility overseeing the Sunshine Fund.

Theresa Jenkins suggested a Strategy Meeting be scheduled to discuss a 5 year plan for AMTA. Tentative dates would be July 17 & 18. This meeting would replace the July 9th Board Meeting, and the Board Retreat would be reduced to 1 day.

Meeting Adjourned.

Cricket Elliott-Leeper, Secretary