ATLANTA METRO TRAVEL ASSOCIATION

General Meeting

October 7, 2009

Hard Rock Café, Atlanta

MINUTES

Present:
Janet Rodgers, Alpharetta CVB
Lisa Werneck, ATCOMM Publishing
JoAnn Haden-Miller, Atlanta CVB
Tara Spann, Atlanta CVB
Gordon Price, Brochure Displays/Digital Press
Lee Klaer, Lamplighter Tours of Atlanta, Inc.
Rebekah Cline, Lawrenceville Tourism & Trade Association
Theresa Jenkins, Marietta Welcome Center & Visitors Bureau
Kathy Isaacs, Medieval Times Dinner & Tournament
Diane Stone, Projects Plus
Doreen Scascitelli, Render Ad Service
Judy Renfroe, Renfroe Hospitality Consulting
Collin Cash, Six Flags
Elise Alls, Underground Atlanta
Megan Spears, Clayton County CVB
Beth Bailey, Clayton County CVB
Randi Miles, Douglasville CVB
Kimberly Weaver, Douglasville CVB
Brandon Clark, Stone Mountain
Lynn Mason, World of Coca Cola

Guests:
Carey Aiken, www.wttc.com
Jeff Lammes, Digital Media

Presenters:
Kevin Langston, Asst. Deputy Commissioner, Tourism Division, GDEcD
Brandon Barnes, Director, International Sales, Atlanta CVB

Staff: Holly McKinley

I. **Call to Order**. Theresa Jenkins called the meeting to order at 10:09 AM.
II. **Welcome**. Carla White welcomed everyone to the Hard Rock Café.
III. **Approval of August Minutes**. Judy Renfroe moved to accept the August minutes as posted on www.visitmetroatlanta.com. Collin Cash seconded and the motion carried.

IV. **Treasurer's Report**. Judy Renfroe moved to approve the Treasurer's Report posted on www.visitmetroatlanta.com, which shows that the bills are paid. Beth Bailey seconded and the motion carried.

V. **GDEcD Regional Rep Report**. Judy Renfroe read Brittney Gray's report in her absence:

a. Thanks to the CVBs for helping proof the Travel Guide. Hotel changes for round one are due Friday.
b. Members should go to ExploreGeorgia.org and upload holiday events.
c. She e-mailed an RFP for SYTA's 2010 "Face to Face" Board Meeting. Call her if you need help with this.
d. The notifications for the Tourism Product Development Grants will be mailed October 30th.
e. Marketing Co-op Awards will be announced next week.

VI. Committee Reports.

a. **Co-op Advertising**.
   i. JoAnn Haden-Miller reported that the Co-op Committee has a plan, pending receiving the state grant. The Committee will meet to implement the plan once they receive approval from the state.
b. **Public Relations/Member Memo**. Megan Spears reported the following:
   i. **Facebook**. Kimberly Weaver is handling the AMTA Facebook page and will request content from members. She encouraged everyone to become a fan and suggest people to become fans. It is searched as AMTA.
   ii. **Twitter**. Please send tweats to Elise at Underground.
   iii. **Member Memo**. There was a glitch with the last newsletter, so some news went too late.
c. **Website**. No report.
d. **Sales.**
   i. Beth Bailey reported that the committee is planning for 2010. The committee met with Jeff Mills to discuss his new business, Mills Marketing, outsourcing attending shows (AAA, Military, and Snowbird). The committee is working out the details, and will send a survey to determine interest.
e. **Membership**. Brandi Wigley reported that Emmis Publishing joined, represented by Jill Teter.
f. **Governmental Affairs**. Judy Renfroe reported that Atlanta Metro. Tourism Day at the Capitol is January 6, with Grassroots 101, a prep session, the afternoon prior. E-mail Kym Hughes to volunteer at the AMTA table.
g. **Meetings & Programs**.
   i. Diane Stone reported that she is seeking meeting locations for 2010.
   ii. Judy Renfroe reported in Kym Hughes absence that the **Holiday Luncheon** will be December 2, 11:30 am-1:30 pm, hosted by Sandy Springs Hospitality & Tourism at the Westin Atlanta

Perimeter North. Tickets are $40. Invitations will be forthcoming. Photos will be taken. Wrapped door prizes given.

iii. The **Board Retreat** will be The Board Retreat is November 4, 2009 at Simpsonwood from 8:45 am-5:00 pm.

VII. **New Business.**

a. The Nominating Committee (Brandi Wigley, Collin Cash, and Barbara Daniel), presented their report:

Slate for Board of Directors (two year term)

- Jon Brasher
- Diane Stone
- Collin Cash
- Judy Renfroe
- Barbara Mullin
- JoAnn Haden-Miller
- Beth Bailey

Officers (remaining year):

- President: Theresa Jenkins
- VP: Beth Bailey
- Secretary: Jon Brasher
- Treasurer: Gordon Price

The membership will vote on this slate at the December meeting.

VIII. **Old Business.** There was none.

IX. **Program**. Diane Stone introduced the two speakers for "All Things International" - Kevin Langston, Asst. Deputy Commissioner, Tourism Division, GDEcD, and Brandon Barnes, Director, International Sales, Atlanta CVB. Notes from their presentation will be sent.

X. **Announcements.** Theresa Jenkins called on members to make their announcements.

XI. **Adjournment.** There being no further business, the meeting adjourned at 11:40 AM.

The next AMTA meeting will be December 2, 2009 at the Westin Atlanta Perimeter North.