

Atlanta Metro Travel Association
General Membership Meeting
Atlanta Zoo
August 9, 2006
Minutes

President Gordon Price called the meeting to order. After a welcome by Pam Kuseck from Zoo Atlanta, the group made individual introductions.

Membership

Jon Brasher made the membership report. The Member Memo will no longer be emailed to members. It will be posted on the website, www.visitmetroatlanta.com on the 1st and 15th of the month (or the closest business day thereafter). A reminder email will be sent to the membership. Jon also welcomed new members: Sean Thorndike, Atlanta History Center; Mike Twomey, Morrow Tourist Center and Rhonda Dixon, Marietta Welcome Center & Visitors Bureau. The next general membership meeting will be at Stone Mountain Park on October 4, 2006. The speaker will be Bill Hardman of the Southeast Tourism Society, who will speak on industry trends.

Marketing

Beth Bailey reported on the AMTA Motorcoach Blitz to Florida held July 17-22. There were 13 companies in attendance and they had appointments with 50 tour operators from 15 companies.

Brenda Price and Peter Bowden spoke on the upcoming Governor's Conference on Tourism, which will be held in Columbus, September 12-15, 2006. The theme for the conference is leadership. If you haven't already registered, you can register online at www.marketgeorgia.org.

Jill Teter, Emmis Publications, spoke on the upcoming state travel guide. She detailed the changes to the book, which include the guide being divided into 9 regions, a new gatefold map in the front, the return of the index and the addition of 48 pages to the book. For more information about the guide, you can contact Jill at 877-554-0780 or jt@thebest.net.

Regional Rep Report

Brittney Warnock gave the regional rep report. She encouraged everyone to update their information on the state website – www.georgia.org - since that will be the data used for the travel guide. She also reported that 10 Atlanta Metro entities received state co-op grants, including AMTA. AMTA received a grant for \$22,812.00.

There being no further business, the meeting was adjourned so the group could go feed the elephants.

Respectfully submitted.
Theresa Jenkins, Secretary