

Atlanta Metro Travel Association
Board Meeting
July 12, 2006
Gwinnett CVB Board Room
Minutes

President Gordon Price called the meeting to order.

Board members in attendance: Jon Brasher, Beth Bailey, Diane Stone, Theresa Jenkins, Janet Rogers, Gordon Price, Dotty Etris, Collin Cash, Lani Hancock, Bryan Hardman, Michelle Lawrence and Barbara Daniell.

Minutes of the May Board meeting were reviewed and approved with corrections.

Dotty Etris presented the Treasurers report and it was accepted. She also announced that AMTA is now a 501c6 organization. The IRS made the designation retroactive until 1992 and we hope to get a refund.

Membership - Collin Cash and Jon Brasher made the Membership report. Collin asked that any submissions to the member memo be made by Thursday. Jon announced the next membership meeting would be a Zoo Atlanta on August 9. There will be a Vendor Showcase and Emmis Publications is the sponsor. The next Board Meeting will be a Hard Rock Café on September 6. The Holiday Luncheon will be at the Chattahoochee Nature Center on December 6. A portion of the proceeds from the silent auction will be donated back to the Nature Center

Marketing - Diane Stone reported on the Marketing Committee. The AMTA Visitors Guide will be proofed today after the Board Meeting. Beth Bailey reported we have 13 people going on the Blitz next week. There was discussion of purchasing a logo tablecloth for the association. Collin moved that we go ahead and purchase a purple tablecloth with white lettering. Janet Rogers seconded and the motion passed.

Website - There was discussion on the co-op partners receiving individual leads from the website. Collin agreed to forward them to the partners when she receives them.

Co-op Advertising – Theresa Jenkins reported that the press trip had produced 20 stories with a media value of over \$210,000 with more to come. We're still waiting to hear from GDEcD as to whether we were awarded the coop grant this year. The research project is underway. Collin has combined the coop leads back to 2003 and has sent them to Randall Marketing. Surveys to the CVB's are the next step.

Old Business

The Board retreat is scheduled for November 13-14 at Amicalola Falls.

New Business

The Nominating committee asked for suggestions. They will be meeting shortly to come up with a slate.

Janet Rodgers, Barbara Daniell, and Collin Cash are working on By-laws revisions.

Dotty will check with the auditor to see if we need to change our fiscal year to a calendar year basis.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Theresa Jenkins

Secretary