

AMTA General Meeting
February 7, 2007
Stone Mountain Memorial Hall

Meeting called to order by President Janet Rodgers who then recognized AMTA Board members. Welcome by Bryan Hardman who gave presentation on Stone Mountain's new attraction opening in November 2007, Snow Mountain.

After self-introductions, the October meeting minutes were approved unanimously following a motion from Theresa Jenkins and a second from Beth Bailey. The by-law changes brought from the Board were also approved unanimously.

COMMITTEES:

Sales- Beth Bailey has Dick Flint, Jennifer Miller, Jonathan Boisjolie, Candace CoCo, Cricket Elliott and Jodi O'Gara, Barbara Mullin and Rhonda Dixon on the committee. There will probably be two Sales Blitz- Spring and fall /late summer. Also looking at sales opportunities with the state. VIC visits will be back and promotional items will be ordered.

GDEcD- Brittney reported on the new Commissioner, special interest publications, Travel Media Marketplace and Tourism Day at the Capitol.

Visitors Guide- Diane Stone reported that the guide is on Great Southern Publishers' production schedule for June/July.

Co-op- Theresa Jenkins reported on the Mega-list brochure in production and the spring placements in *Southern Living*, *Woman's Day* and possibly the GA insert. The Press Trip will be in April. She introduced Judy Randall who gave a presentation on the results of the co-op research study (attached). Following the regular meeting, the co-op partners met with Judy for additional information on the research.

Meeting Adjourned.

Collin Cash- Secretary