

Atlanta Metro Travel Association
Board of Directors Meeting
March 7, 2007
Minutes

Those attending: Theresa Jenkins, Barbara Daniell, Michelle Lawrence, Janet Rodgers, Diane Stone, Barbara Mullin, Gordon Price, Jon Brasher, Beth Bailey, Brittney Warnock, Cricket Elliott. Visitors: Judy Renfroe & Linda Moseley

President, Janet Rodgers called the meeting to order. The Minutes were reviewed and amended to add Rhonda Dixon and Barbara Mullin to the Sales Committee. Jon Brasher moved to approve the minutes as corrected. Barbara Daniell seconded and the motion passed.

Gordon Price made the Treasurer's Report. (See attached). Jon Brasher moved to accept report and Diane Stone seconded. The motion passed. Gordon reported that the corporate tax return has been completed and we will get a refund.

Linda Moseley, Great Southern Publishers, let a discussion on the AMTA Visitors Guide. Ad sales will be in March & April, Production in May. There will be a proofing meeting after the June 6 AMTA meeting and publication will be in July. Linda will present 2 covers for the Board to look at – one a collage and another with more white space.

Theresa Jenkins presented the Co-op Report. The press trip will be held April 9-14 and we will host 9 travel writers. The committee is working on the FY 2008 Co-op plan and Theresa will submit it to GDEcD for a co-op grant.

Website – Barbara Daniell moved that we place the visitor guide on the website with a page turner and the money (\$2,640) to come out of the general fund. Cricket Elliott seconded and the motion passed.

Public Relations – Michelle Lawrence gave information on Travel Medial Showcase. Beth Bailey and Diane Stone will represent AMTA. Barbara Mullin moved that AMTA to pay for Diane's accommodations, but not change the normal policy of individuals paying their own way. Michelle Lawrence seconded. The motion passed.

Shows & Sales – Beth Bailey reported that the Spring Blitz will be held May 6 and will go to Nashville, Knoxville, & Asheville. Information will be coming out shortly. The Fall Blitz will be to Ohio, Illinois & Michigan. Cricket Elliott & Candace Cocco are in charge of the VIC Days. Beth will look into specialty items to purchase.

Barbara Daniell moved that we purchase a quality tape recorder to record Board meetings and that the recorder stay with the secretary. Beth seconded and the motion passed.

Brittney Warnock made the GDEcD Rep report. She presented information on the Dream Pass, a new free membership rewards affinity program that the department is doing. She will send out the\is information to the membership.

Membership – Jon Brasher made the report and the Board discussed the drop in membership. Barbara Mullin moved that Projects Plus submit a proposal to Linda Harris, Chairman of Membership, to handle membership renewal and maintain database. Cricket seconded and the motion passed.

The next Board meeting will be in Marietta on May 2. There being no further business, the meeting was adjourned.

Respectfully submitted,
Theresa Jenkins
Acting Secretary