

February 6, 2008
Atlanta Botanical Gardens
AMTA General membership Meeting

President Janet Rodgers called the meeting to order and called on Jo Ann Haden-Miller of the ACVB (Co-sponsor of the meeting). Haden-Miller introduced Ellen Martin with the Botanical Gardens to welcome the group.

After self-introductions, Jon Brasher introduced a new meeting feature- the "New Member Spotlight". Jennifer Cruce of CNN and Jennifer Miller of the Gainesville/Hall County CVB shared this month's spotlight.

Minutes from the October 2008 meeting were then approved unanimously following a motion from Judy Renfroe and a second from Pat Duncan.

GDEcD Update: Regional Rep Brittney Warnock Gray reminded the CVB members to send 50 profile sheets by March 7 for the upcoming Travel Media Market Place. She also spoke of the April 14-15 Techno Tourism Conference in Athens; reported that leads from a recent AAA Birmingham would be forthcoming; announced that the new Tourism website exploregorgia.org would have a "soft" debut this week; and encouraged everyone to subscribe to the GDEcD newsletter "Peach Bytes".

The 2008 Program of Work was presented by Board and Committee members and given to everyone in a notebook. Highlights included:

- President Janet Rodgers went over the AMTA Mission Statement and introduced the Board of Directors
- Gordon Price gave an overview of the financial structure and explained the Sunshine Fund. He explained that Treasurer reports are posted on the website.
- Debbie Voboril reported on the AMTA Visitors Guide
- Collin Cash gave a report for the Public Relations/Member Memo/Website Committee that included a special report from Gary Smith on Search Engine Optimization
- Theresa Jenkins discussed the Co-op Advertising and Business Development plans which included a presentation from Collision Publishing regarding a "Pay-to-Play" co-op advertising opportunity
- Jon Brasher gave the Sales Committee report, outlining the consumer and group missions planned for the upcoming year
- Diane Stone and the Membership Committee introduced the "Take Flight in 08" program with a short skit.
- Judy Renfroe reported on the mission of the Governmental Affairs Committee, including the recent Tourism Day at the Capitol
- Linda Harris reported on the Meetings locations and programs committee, announcing that the Holiday Luncheon will be in Gwinnett this December.

Announcements/Sunshine Fund highlights:

- Sandy Springs needs to stock their new Welcome Center- send brochures.
- Former AMTA member Angela White from Coweta County is battling cancer and would like to receive cards. Her contact info will be included in the AMTA Member Memo

Meeting Adjourned