

Atlanta Metro Travel Association
Board Meeting
January 6, 2010
Fairfield Inn Vinings

MINUTES

Present:

Jacquie Wansley, World of Coca-Cola
Kym Hughes, Sandy Springs
Gordon Price, Brochure Displays
Abbey Harwell, Cobb CVB
Diane Stone, Projects Plus
Jon Brasher, Where Publishing
Beth Bailey, Clayton County CVB
JoAnn Haden-Miller, Atlanta CVB
Barbara Mullin, US South Hospitality
Brandi Wigley, Atlanta History Center
Brittney Gray, GDEcD
Janet Rodgers, Alpharetta CVB
Collin Cash, Six Flags
Theresa Jenkins, Marietta Welcome Center & Visitors Bureau

Guest: Marla Gonzalez, Hampton Inn Cumberland
Host: Matt McLean, Fairfield Inn & Suites Vinings
Staff: Holly McKinley

- I. **Call to Order.** Theresa Jenkins called the meeting to order at 10:06 AM.
- II. **Welcome.** Matt McLean welcomed everyone to the Fairfield Inn Vinings. Collin Cash introduced new member, Marla Gonzalez with the Hampton Inn, Cumberland.
- III. **Approval of November Minutes.** Collin Cash moved to accept the November minutes as posted on the website. Gordon Price seconded and the motion carried. Theresa Jenkins distributed the Retreat minutes.
- IV. **Treasurer's Report.** Gordon Price distributed the Treasurer's Report. Beth Bailey moved to approve the Treasurer's Report; Janet Rodgers seconded and the motion carried.
- V. **GDEcD Regional Rep Report.** Brittney Gray reported:
 - a. There are two openings at the department, Director of Marketing and International Sales.

- b. Travel Media Marketplace will happen this year. She will find out how many can attend. The Post Fam will be hosted by Atlanta Metro and GA Mountains.
- c. The new state travel guide will be unveiled at Tourism Day at the Capitol.
- d. The state is pulling calendar events January 20 from exploregeorgia.org. Some reported trouble entering dates.

VI. Committee Reports.

- a. **Governmental Affairs.** Kym Hughes reported that Tourism Day at the Capitol is January 26. She is getting 1500 mini Pay Day bars to label with Tourism Pays. Volunteers needed to work table top booth.
- b. **Co-op Advertising.**
 - i. JoAnn Haden-Miller reported:
 - 1. **2009-2010 Co-op Partners:** NEW: Lawrenceville and Dunwoody; Continuing: Alpharetta CVB, Atlanta CVB, Clayton CVB, Cobb CVB, Coweta CVB, Gwinnett CVB, Marietta Welcome Center & Visitors Bureau, Historic Roswell CVB, Sandy Springs & Villa Rica Tourism.
 - 2. Press Trip: March 15-19
 - 3. On-Line Marketing & Advertising: awaiting proposal
 - 4. Print Advertising: scaled back
 - 5. gometroatlanta.com (if you have twitter or facebook, contact Karen)
 - 6. **Top 100 Must Sees brochure:** Collin reported that a 2 sided rack card will be printed until the brochure is reprinted; proof going to partners.
- c. **Public Relations/Member Memo.** Beth Bailey reported:
 - i. Website Chair and PR Chair needed due to Megan Spears' changing job functions. Ideas were shared.
 - ii. Facebook & Twitter posts could be combined.
- d. **Membership.** Brandi reported three new members: Dunwoody CVB; Marla Gonzalez, Hampton Inn Cumberland. The committee will meet soon.
- e. **Meetings & Programs.** Collin reported that Carla White, Hard Rock Café, is helping her. Those present shared ideas for programs (Foundation; GA Grown; Allied members; inbound operators; maximizing media; impact of sports (sports council; parks/rec; Atlanta Beat)
 - i. **FEBRUARY General.** Chattahoochee Nature Center; presentation of Program of Work
 - ii. **MARCH Board.** Hampton Inn Cumberland

- iii. **APRIL General.** Media
- iv. **MAY Board.**
- v. **JUNE General.**
- vi. **JULY Board**
- vii. **AUGUST General**
- viii. **SEPTEMBER Board**
- ix. **OCTOBER General**
- x. **NOVEMBER Board.** Retreat
- xi. **DECEMBER General.** Ask Lawrenceville
- f. **Website.** No report
- g. **Sales.** No report
- VII. **New Business.**
 - a. **Program of Work.** Theresa needs committee plans and goals by January 27th. This will be presented at the January General Meeting. Brandi will give AMTA 101 (New Member Orientation; brief history)
- VIII. **Old Business.** none
- IX. **Announcements.** GACVB Winter Meeting in Marietta Feb. 8-10, 2010. Kym is collecting silent auction items.
- X. **Adjournment.** There being no further business, the meeting adjourned at 11:05 AM. The next Board meeting is March 3, 2010.