

June 1, 2011

AMTA General Membership Meeting:

Called to order by Bailey 1105am

Welcome by Heather Blanchard-Johns Creek CVB and Mike Bodker/Mayor of Johns Creek

Speaker: Rick Anderson, PGA Master Professional and Director of Golf-Atlanta Athletic Club

PGA Championship August 8-14, 2011

Requires over 3000 volunteers-\$203 volunteer fee

172 golfers

Economic Impact: \$50Million in 2001 due to championship.

Average is 50-75mil for this type of event.

Any ticketed adult can bring three juniors at no charge.

Introductions by members and guests.

April General Meeting Minute's motion to approve Cash, Second Haden-Miller all approved.

Treasurer's report presented by Price.

Brittany Gray/GDEcD Tourism rep: 80 days of Ga. Giveaways launched/ Ga. Council of Arts under Tourism umbrella and relocating to Tourism offices/Travel Media Marketplace 25 writers/Governors Conference-Sept 11-14 in Macon/Georgia Smack down-Holiday promotion in partnership with State Department of tourism

Brandi Wigley led committee reports

Governmental Affairs-Wigley-nothing to report

PR-Rebekah Cline-reviewed Member memo guidelines-website is being updated-new photos

Join Facebook Atlantas Top 100 Facebook page

Leads on our website for Travel Media Marketplace

Meetings –Diane Stone August 3 meeting at Atlanta History Center

Sales Opportunities-Cash-511 presentation information in Member Memo by 511, partnership opportunities and all pricing.

June 18 possible participation in a Staycation show at Braves game sponsored by 511.

Membership: Katie Brenckle-Mills Marketing Group, Murphy's Catering, Exceptional Hospitality/ Six Flags/Townplace Suites Buckhead

Positive Energy and Center for Puppetry Arts

Changes: Rebekah Cline-Clayton County CVB

Additional Reps: Sean McGinnis-Emmis

Charles Jeffers-ACVB

Heather Blanchard briefed group on PGA Championship exhibit.

Meeting Adjourned 1120am