

Atlanta Metro Travel Association

January Board Meeting/Stately Oaks Plantation/Clayton County CVB Host

January 5, 2011

In Attendance:

Beth Bailey, Jon Brasher, Jacquie Wansley, Nancy Price, Brandi Wigley, Brittney Gray, Katie Brenckle, Gordon Price, Diane Stone, JoAnn Haden Miller, Rebekah Cline, Theresa Jenkins, Judy Renfroe

Meeting called to order 10:19am

Welcome from Beth Bailey, AMTA President ,

September Board meeting minutes: motion to approve minutes with changes: Renfroe, second Jenkins- all approved.

November board minutes: motion to approve with changes: G Price, second Renfroe, all approved

Treasurers Report: G Price Report presented and motion to approve: Renfroe second Miller all approved

GDEcD Tourism report:

Chris Cumiskey, new Commissioner of Economic Development, in place effective January 3.

January 25, Tourism Day at the capitol.

Announcement soon on new salesperson for department.

CVB's need NTA leads.

New travel Guide rolling out at Tourism Day January 25.

Committee Reports:

CVB Marketing Partnership: report by Miller

Committee has new name, formerly known as Coop Committee

Online program results reports are being compiled and reported at future meeting.

Sweepstakes winner will be selected and announced from website contest.

\$25K investment will result in \$100K value of thought partnerships with state programs.

New Top 100 brochure-has been updated representing partners.

Planning to have partner meeting by end of January, partners will be notified.

Leads from Southern Living, Budget travel and Better Homes and Gardens ads will be fulfilled with the Top 100 brochure.

Public Relations: report by Rebekah Cline

Facebook-new Fan page being developed to drive consumer traffic. Current page is not attracting consumers very well.

Meetings: report by Diane Stone

Committee working on confirming first 4 meetings of 2011.

February at Fernbank-Program of Work meeting-working on sending out an EVITE to membership and that we can forward to other associations like Concierge Society, CGSN Etc.

Kevin Langston and Brittney Gray will be our guest speakers giving guests an overview of Department of tourism.

March Board Meeting location pending (tent location is World of Coke)

April Meeting tentatively set for Atlanta Symphony

January 24 committee chairs need to have program of work information to Brandi Wigley,  
[BWigley@atlantahistorycenter.com](mailto:BWigley@atlantahistorycenter.com)

Membership: Report by Judy Renfroe

Committee meeting Tuesday January 11 Dunwoody CVB

Working on program of work and a new campaign for membership.

Holly McKinley AMTA administrator will maintain database.

Governmental Affairs: report by Theresa Jenkins

Tourism Day at Capitol

Tentative agenda was unveiled, Day starts at 8am.

Monday TDAG meeting Tourism Day primer about Tourism Day on January 24 at ACVB offices.

Email blast coming to membership about Tourism day with all details.

Sales Opportunities: report given by Bailey

Needs committee members. Contact Collin Cash at Marietta Trolley.

New Business:

Prizes for February meeting.

Discussion for free membership for 2011, and a free additional rep membership. Motion to approve; Jenkins, second Stone all approved.

Rebekah Cline provided 500 word description for tourism day, big thanks to her!

Old Business:

Administrative Position Update: Will no longer attend meetings. Once a month phone meeting and 1x quarter with President.

Membership invoicing and processing and coordinating database.

Any feedback on this position, send to Beth Bailey.

Meeting adjourned at 1150am