

AMTA Board meeting

March 2, 2011

Location: World of Coca Cola Marketing boardroom

In Attendance: Jon Brasher, Beth Bailey, Gordon Price, Brandi Wigley, Katie Brenckle, JoAnn Haden Miller, Collin Cash, Rebekah Cline, Diane Stone, Judy Renfroe, Theresa Jenkins, Jacquie Wansley

Call to order at 10am by Bailey

Welcome by Jacquie Wansley/World of Coca Cola

Abbey Harwell is leaving board after joining Alpharetta CVB and has vacated her board seat. Position will expire end of 2011, Rebekah Cline, Lawrenceville Tourism was nominated. Motion to approve this appointment, Jenkins, second Miller all voted to approve. Welcome Rebekah!

Approval of minutes: Renfroe motion to approve, Miller second, all in favor.

Treasurer's report presented by Price. Motion to approve Cash, Cline second all approved.

GDEcD report: Bailey for Gray. Travel South was a huge success mainly because of Brittney's hard work. A big thank you to her! Please email Kevin Langston if you feel someone with the department, like Brittney, did a great job during the show.

CVB Marketing partnership: Haden Miller presented. Meeting being planned to update partners. DeKalb CVB likely becoming partner. March 24 10am-1130am at Dunwoody CVB office.

Public Relations: presented by Cline. Facebook Fan page was launched 1 month ago. Atlantametrotop100mustsees is new fan page.

Send Spring Break offers for consumers. Email to follow to all membership.

Inviting Karen with Blue Bonnet to next board meeting to discuss moving forward. Bailey will contact.

Meetings: Diane Stone: next general meeting at Woodruff Art Center guest speaker Greg Torre/GDEcD Interim Film division director and Director of Marketing. April 6.

Speaker ideas suggestions for April: Tax issues affecting film industry, value of film industry to Georgia, Film ready communities

May Board meeting hosted by Dunwoody CVB

June General Meeting hosted by Johns Creek CVB.

Bailey commented and thank all for a great February general meeting. Special thanks to Gordon Price for getting so many guests to the meeting.

Membership: Judy Renfroe thanked her committee for all there help.

New members:

Snellville Tourism

Marcia Simon/Meeting Planner

Atlanta 365

David Van Tassel/Inn at the Peachtree's

\$8800 in member revenue, 60% Company and 61%member renewal.

Membership campaign rolling out at April meeting

Nametags: Spreadsheet will be created by Brasher and Brenckle for meeting check-in. Nametag issue will be resolved by committee.

Government Affairs: Theresa Jenkins will find out what we as AMTA members can do to get involved with film industry reform issue currently being debated in the state legislature.

Tourism Day was a big success and well attended.

Sales Opportunities: presented by Collin Cash. Mills Marketing: Collin will contact about him joining to get him involved with helping plan opportunities.

Southeast Travel Show/ April 8-9-10/Greenville SC \$1000 will be offered to membership as a pay to play.

New Business: None

Old Business:

Bailey: AMTA Administrative position has been filled by Laurie Anderson/Brochure Displays. She will do AMTA business after normal work hours.

Announcements:

Andy Williams has joined Dunwoody CVB

Megan Drew is leaving Clayton County CVB going to Macon CVB

Clayton County CVB is hiring a marketing and pr position.

Meeting adjourned: 11:30am