

**AMTA Board Meeting  
January 4, 2012  
Arts Clayton Gallery, Jonesboro**

**In attendance:**

Beth Bailey  
Brandi Wigley  
Theresa Jenkins  
JoAnn Haden Miller  
Katie Brenckle  
Brittney Gray  
Rebekah Cline  
Randi Miles  
Jacquie Wansley  
James Tismankis  
Jennifer Cruce  
Nancy Price  
Gordon Price  
Collin Cash

**Call to Order, Beth Bailey 10:00am**

**Welcome, Beth Bailey and Arts Director**

**Approval of November Board Minutes, Beth Bailey**

- Motion to Approve – Theresa Jenkins
- Second – Nancy Price
- All Approved

**Treasurer's Report, Gordon Price**

- Explanation of the Report
- We were a tad over on Administrative Budget
- Invoices to go out soon for CMP
- Gordon will work on Cash Flow Tracking for 2012
- 2012 Memberships will continue to come in
- See Treasurer's Report for full details
- Motion to GLEEFULLY Approve – Collin Cash
- A Gleeeful Second – Theresa Jenkins
- All Approved

**GDEcD Regional Report, Brittney Gray**

- Twist Campaign is almost ready to launch. Brittney thanks all that contributed.
- Lady Antebellum on Cover of Georgia Travel Guide.  
    Gray Asks Advertisers NOT to distribute until the Press Launch
- As of today, Joseph Walker resigned

- Beth adds RTA Presidents meet with Kevin Langston after Tourism Day at the Capitol, should anyone think of something that needs to be discussed, please send to Beth

## **Committee Reports**

### **CVB Marketing Partnership, JoAnn Haden-Miller**

- JoAnn showcases the "Twist Campaign"
- CMP will meet to discuss goals for 2012 in the next two weeks
- Brittney mentions Kevin Langston will be doing his own personal tour to communities to find out how each "twists," so he might be able to speak to Press about it.

### **Public Relations, Rebekah Cline**

- Request recently went out for 2012 "Must Sees" that will be in the Upcoming Consumer Newsletter.
- Facebook posts will need to be handled by another committee member following Katie Peterson's departure from Lawrenceville.
- Rebekah will be crafting a press release about Tourism Day at the Capitol. If members have contacts they would like included in the distribution, please get to Cline ASAP.
- It has been decided that AMTA will do paid advertising on Facebook to gain more fans. It may also possibly do a sweepstakes contest.

### **Meetings, Jacquie Wansley & Jennifer Cruce**

- February Meeting will happen at the Atlanta History Center
- Looking for more places to hold meetings throughout the year
- Will be meeting to discuss topics for the year next week

### **Membership, Randi Miles**

- Randi has met with Judy to get all information on the Membership Committee
- Committee is to meet next week to discuss strategies for 2012
- 27 members have renewed
  - Eblast will go out letting Members know all benefits will be determined on Feb 15th without renewal.

### **Advocacy, Theresa Jenkins**

- TDAG is officially dissolved – We are using the Georgia Chamber and GHLA as lobbyists
- Tourism Day at the Capitol is on January 24th
  - No booths
  - Wear same scarves as last year with Navy and white.
  - It is also Art & Music day
  - We will be handing out info pamphlets
  - 5 tickets to luncheon will be at Beth's discretion
    - Officers will all get luncheon tickets
  - Be there at 8am
  - An E-Blast will go to all Members – info will come from Jenkins

**Sales, Collin Cash**

- Sharon Dupont from Dekalb will be co-chairing with Collin.
- Meeting next week to discuss 2012 strategies

**New Business, Beth Bailey**

- Tourism Day at the Capitol was already discussed under Advocacy
- Executive Committee decided free membership would be given to Karen with Blue Bonnet Designs as a Thank You for her hard work.

**Feb Meeting**

- Committee Members to have info for power point presentation by January 6
- EVITE will need to go out again
- Draw for a free membership for potential members
- 2 Christmas Luncheon tickets will be drawn from members who bring in guests
- Door Prizes will also be collected and distributed at the meeting.
- Kevin & Brittney to present

**Old Business**

- Katie Brenckle spoke about Holiday luncheon
  - Made the recommendation that from now on, it would make more sense that all money comes to AMTA, then AMTA cuts a check to the CVB hosting.
- Izo campaign was a success says Gray
- Membership dues will have a cutoff date of Feb 15
- Committee chairs NEED to send information to Cline for each Member Memo

**Announcements**

- Cash announces the target date for launching Peachtree Trolley is January 31st. Will have a preview for Industry.

**Adjournment, Beth Bailey**

**Close – 11:30**