

AMTA Board Meeting
May 3, 2006
ATCOMM Publishing

In attendance: Gordon Price, Barbara Daniel, Lani Staebel, Collin Cash, Diane Stone, Beth Bailey, Jon Brasher, Dotty Etris, Janet Rodgers, Theresa Jenkins, Michelle Lawrence

Agenda:

- I. Call to Order by Gordon Price
- II. Review of Minutes, Theresa Jenkins
- III. Treasure's Report, Dotty Etris
- IV. Committee Reports
 - a. Membership, Jon Brasher/Collin Cash
 - i. Currently AMTA has a membership of 70. Sivica Hospitality and HATA will be re-joining AMTA. Jon distributed an updated listing of 2006 members
 - ii. June 2006 General Membership Meeting will be held on Wednesday, June 7 at the New Olympic Legacy Museum at the Atlanta History Center. The museum curator will be speaking to the group and conducting a tour. Jon asked Board Members to RSVP for adequate planning and invited guests to join the June meeting.
 - iii. Member Memo will be posted on www.visitmetroatlanta.com for AMTA members to retrieve. Currently the memo is 'public.' The committee will decide whether or not to make this a password protected document, to only allow access to AMTA members.
 - iv. Holiday Luncheon. The Annual Holiday Luncheon is planned for December 6. Typically the event is self-supported and is rotated amongst CVB's, to allow each AMTA region exposure. There is a lack of interest in the 2006 Luncheon, along with a shortage in facility/sponsor availability. Jon Brasher suggested forming a sub-committee to work on the Luncheon. A social event at a facility such as Dave and Buster's was suggested, as well as, a change in date. The Board also discussed hiring Projects Plus to manage and organize the event. Janet Rodgers offered to check availability at her Marriott property and golf club in Alpharetta.
 - b. Marketing, Diane Stone
 - i. Visitors Guide. Great Southern Publisher is finalizing the 2006 AMTA Visitors Guide. Ad sales are going well and Linda Mosley will be presenting a cover very soon. Board agreed to only include AMTA members on the cover of the Visitors Guide. Board also suggested that GSP do an overrun of CVB pages to include extra area information on reverse side; to use as additional promotional pieces.
 - ii. Partnerships and Promotion, Diane Stone/Beth Bailey

1. Trade Shows. The committee is experimenting with the tradeshow schedule this year. They are offering co-op opportunities for shows and choosing which ones to participate in based on interest and quality.
 - a. Military Shows. There was some interest from AMTA members in forming a co-op for Military Show representation. The committee decided not to participate due to large quantity of brochure requirements.
 - b. Committee will find an effective way to distribute collateral pieces at 2007 shows – trifold/profile sheets, etc – based on each individual show requirements, audience, etc.
 - c. Committee is looking at SYTA and Going on Faith; decision should be made in very near future.
 2. AMTA Blitz. Blitz information has been communicated via the Member Memo. There is also information available on the AMTA website. Barbara Mullin and Jonathon (High Museum) are assisting in coordination. Registrations are coming in and 50 appointments have been set to date. Tour operators are very excited about AMTA visiting! AMTA will be distributing umbrellas (\$13) to the operators.
 3. The new roll-up tradeshow banner is in and will be utilized at AMTA functions and tradeshows.
 4. There is room in the budget for specialty items and a tradeshow booth table cloth...committee will research options.
- iii. Website, Barbara Daniel. The membership listings have been updated on the AMTA website. Member Memo can be placed on website and will be archived. An option for “how did you hear about us” will be added to the visitor request page and press releases will only be posted for 2 months. Barbara was congratulated on the website...it looks great and is functioning well. Barbara will contact web contractor to discuss additional uses of the website, for e-mailing, visitor requests, contacting committee members, etc.
 - iv. GDEcD Co-op Advertising, Theresa Jenkins. The 2005 press trip has resulted in \$191,000 of media value. There are currently several stories pending. AMTA is running in the June issue of Southern Living, (was supposed to be placed in April). Theresa also mentioned that Southern Living leads are down this year.
- V. New Business
- a. Board of Directors
 - i. Michelle Lawrence, Underground Atlanta, will fill Kimberly Phillips’, unexpired Board Position.

- ii. The Board agreed to take no action on filling the vacant position previously held by Deedra Jordan.
- b. The next Board meeting will be held on July 12, 2006 at the Gwinnett CVB