

Atlanta Metro Travel Association  
Board Meeting  
September 16, 2009  
State Bank & Trust, Alpharetta

MINUTES

Present:

Jonathon Boisjolie  
Jacquie Wansley  
Janet Rodgers  
Judy Renfroe  
Theresa Jenkins  
Diane Stone  
Gordon Price  
Megan Spears  
Beth Bailey  
JoAnn Haden-Miller

Staff: Holly McKinley

- I. **Call to Order.** Theresa Jenkins called the meeting to order at 10:03 AM.
- II. **Welcome.** Janet Rodgers welcomed everyone to Alpharetta.
- III. **Approval of July Minutes.** The July minutes were passed around for review. Judy Renfroe moved to accept the minutes. JoAnn Haden-Miller seconded and the motion carried. The May minutes need to be posted on the website by Jon Brasher and voted on at the November Retreat.
- IV. **Treasurer's Report.** Gordon Price distributed the Treasurer's Report, noting that the bills are paid and there is money in the bank. The administrative fee includes \$970 for D & O insurance. Judy Renfroe moved to approve the Treasurer's Report; Janet Rodgers seconded and the motion carried.
- V. **GDEcD Regional Rep Report.** Theresa explained that Brittney Gray is attending Leadership Cobb Retreat. The Co-op update will be covered in the Co-op Committee Report.
- VI. **Committee Reports.**
  - a. **Co-op Advertising.**
    - i. Theresa recapped the state's Co-op meeting at Governor's Conference.
      1. **FY 2010** Co-op application is expected to be funded at the full \$20,000.

2. **FY 2011 Co-op Program** will be restructured. In addition to the traditional Co-op Program, the state plans to buy advertising pages to get better cost, expand reach, and provide cohesiveness (participants would receive media buys in lieu of money). The Co-op buys will be open to individual organizations; not only 501c3. The state will host a session with industry and magazine reps to get feedback on how to spend the dollars (tentatively February at GACVB). Janet Rodgers noted that it would be better to have the plan sooner, for budgeting purposes.
- ii. JoAnn Haden-Miller reported that AMTA's Co-op schedule has been pared down, but is still robust.
  1. **2009-2010 Co-op Partners:** Alpharetta CVB, Atlanta CVB, Clayton CVB, Cobb CVB, Coweta CVB, Gwinnett CVB, Marietta Welcome Center & Visitors Bureau, Historic Roswell CVB, Sandy Springs & Villa Rica Tourism. Douglasville and DeKalb are no longer partners (JoAnn will get written confirmation of this). Partners pay \$4000 (approx. 5 partners pay \$400 extra for administrative costs).
  2. **Prospective partners** are Lawrenceville (follow-up by Theresa), John's Creek (follow-up by Brandi), Morrow (follow-up by Beth), and City of Decatur (follow-up by JoAnn).
  3. **The budget covers** On-Line Marketing & Advertising Component; Press Trips (Spring 2010 and Fall/Holiday 2010); brochure printing and fulfillment; and Print Advertising (2009 Holiday Getaways in the Southeast Co-op and 2010 Georgia Family Summer Vacations).
  4. **Top 100 Must Sees brochure.** Gordon explained that this is the most popular piece he distributes, and the supply is low. The consensus was to amend the brochure to reflect partnership changes, and reprint, using any left over fulfillment money. JoAnn will talk to Collin Cash about updating listings. The partners will decide who is listed. The partners will meet and have a plan to be voted on at the Board Retreat. The future distribution costs will be evaluated at the Retreat.
- b. **Public Relations/Member Memo.** Megan Spears reported the following:

- i. **Facebook.** Kimberly Weaver is handling the AMTA Facebook page and will request content from members. She encouraged everyone to become a fan and suggest people to become fans. It is searched as AMTA.
  - ii. **Twitter.** Elise at Underground needs tweets (only half of the communities sent some).
  - iii. **Member Memo.** With Constant Contact, members can pay \$50 for an e-mail blast (limit 2 blasts per month; first come/first served). This will offset the increasing costs. If too many complaints/unsubscribing, this service can't be used.
- c. **Website.** In Barbara's absence, Theresa reported that the state is building websites for each travel association, as part of Explore Georgia. Brittney is required to enter 20 communities, and it will be managed by Engage. Theresa requested that the site link to the existing [www.visitmetroatlanta.com](http://www.visitmetroatlanta.com) website, and the state agreed.
- d. **Sales.**
  - i. The committee will meet with Jeff Mills to discuss his new business outsourcing attending shows (AAA, Military, and Snowbird). AMTA members could pay for him to represent them and send coupons to the shows.
  - ii. **FAM Tours.**
    - 1. Tour Operators (early December): Cobb, Marietta, Villa Rica, Douglasville, and Atlanta. Jodi O'Gara helping.
    - 2. Tour Operators (early February): Roswell, Alpharetta, Gwinnett, Sandy Springs, DeKalb. Need a coordinator and operator suggestions.
    - 3. Tour Operators: south side - already complete
    - 4. Educators: Jonathon looking into doing this in the fall or spring.
- e. **Membership.** In Brandi's absence, Holly McKinley reported that Emmis Publishing joined, represented by Jill Teter. Holly showed sample Post-it Nametags. Those present liked them, and she will print them for the next General meeting.
- f. **Governmental Affairs.** Judy recapped the awards given at Governor's Conference. TDAG is hosting sessions around the state to listen to industry concerns. The date is TBA for Atlanta Metro. Tourism Day at the Capitol is January 26, with a prep session the afternoon prior. Janet mentioned that in the past, the associations were requested to contribute \$500.
- g. **Meetings & Programs.**
  - i. **October 7.** Diane Stone reported that she is assembling the panel on international marketing for the October meeting at

Hard Rock Café at 9:30 am (Brandon is confirmed; no confirmation from Kevin Langston (Judy offered to follow-up) and Cita (??), Eastern Star Tours (Jacquie will follow-up). She will schedule 10 minutes per person.

- ii. **Holiday Luncheon.** December 2, 11:00 am-1:30 pm, hosted by Sandy Springs at the Westin Atlanta Perimeter North. Tickets \$40. Entertainment ideas include: a silent auction, holiday demo stations, singer, keynote speaker, or give-aways/door prizes, plus a charity/food donations. Beth noted the importance of having more than just a meal, since members bring colleagues/Board members. Jacquie noted that it is a busy time of year, and difficult to be out of the office for too long. Diane will share feedback with host.

VII. **New Business.**

- a. **Discussion items for Board Retreat.** Theresa reported that Niki Knox, retreat facilitator with GA EMC, volunteered to send out a survey prior to the Retreat. Those present suggested asking for Top 3 Concerns and Top 3 Positive Things about AMTA. Gordon has notes from previous year that may help.
- b. **TravelSouth 2011 – Atlanta.** JoAnn reported that Atlanta will be hosting TravelSouth in April 2011 and would like to know what kind of presence the area should have at TravelSouth in Birmingham April 8-14, 2010 (i.e. provide gift; host lunch; partner). There will be pre and post FAM opportunities (mostly pre), as well as sightseeing opportunities during the convention. There will be more to come from a planning committee.

VIII. **Old Business.** The Nominating Committee did not meet.

IX. **Announcements.** Judy is looking for employment. Theresa plugged Scare on the Square. JoAnn plugged Halloween Atlanta The Big Boo. Jonathon plugged the Leonardo preview.

X. **Adjournment.** There being no further business, the meeting adjourned at noon. The Board Retreat is November 4, 2009 at Simpsonwood from 8:45 am-5:00 pm.