

**AMTA Board Meeting
Minutes
January 4, 2017
Midtown Alliance**

Submitted by: Katie Peterson, Secretary

Board Members Present: Bailey, Brasher, Chester, Cruce, Daniel, Greene, Haden-Miller, Jaber, Luker, Peterson, Vescio, Wansley, Wigley

Brasher called meeting to order at 10:00 a.m.

Welcome

Jaber welcomed Board to Midtown Alliance and gave a Midtown update

Approval of Minutes

Approved November 2016 Board Minutes as corrected unanimously with a motion from Luker and a second from Bailey.

Treasurer's Report

Bailey presented financial reports. See Treasurer's update on website for additional details.

Committee Reports

Atlanta Metro Tourism Update, Randi Greene: Division Director hiring has been pushed back to Spring/Summer. Email from Morgan Law/ GATA about workshops around Tourism Day at the Capitol. Andria Godfrey is leaving the State to work for private agency. Will be filling that position quickly. Travel Media Marketplace is April 20-22 in Cartersville, with the actual marketplace taking place on the 22nd.

CVB Marketing Partnership, Jennifer Cruce/ JoAnn Haden-Miller: Working with R&R for design of new creative – including ads and Top 100 brochure. Cruce made a motion for the CVBMP to take over payments for Brochure Displays distribution of Top 100 brochure with a second from Chester and approved unanimously.

Public Relations & Social Media, Laura Luker/Heather Daniel/ Ashley Grace Jaber: Committee members to meet with GDEcD staff for suggestions on Social Media trends. Newsletter transitioning to Jaber. Reviewed report from LRC. One remaining blog-post through this contract period. Contract with Populace ended 12/28/16. Brasher and Daniels Facebook Likes: 2,645; Twitter 779; Instagram Followers: 736

Meetings, Jon Brasher (Reports in Patti Davis absent): Would like to have a board member work with Patti Davis. Reviewed list of locations and topics for 2017 meeting. Need to confirm April meeting location.

Membership, Mike Vescio: Meeting on 13th with committee – Mary Dart, Bob Gunby, Lisa Wernock. Switching to hand-written nametags.

New Business

- *Open Board positions/ Discuss possible future board members*
 - Have one vacant position. Brasher will be putting together a new nominating and hope to have a recommended candidate at next meeting. Will post opening in next newsletter.

- Have board members call visitors who attended general membership meetings to welcome them and answer any questions.
- *By-laws discussion*
 - Bhada absent, but Brasher discussed need to update bylaws. Will set up committee to review.
- *Meeting flow for February 1 General Meeting at Zac Brown's Southern Ground*
 - Membership committee will call members to remind of meeting.
 - Distribute postcard with meeting dates and locations.
 - Speaker gifts
 - Committee members speak at podium
 - Membership dues reminder
 - Wigley made motion to order nametags for Board Members and Committee Chairs not to exceed \$500, Vescio seconded and approved unanimously

Old Business

None

Announcements

- Greene: New COO from GDEcD has resigned and the position is now open
- Brasher: Invites for tourism celebration will be going out. Please invite elected officials and board members.

Adjournment – Brasher adjourned meeting at 11:30 a.m.