

**AMTA Board Meeting  
Minutes  
March 1, 2017  
DeKalb CVB**

Submitted by: Katie Peterson, Secretary

**Board Members Present:** Bailey, Bhada, Brasher, Chester, Cruce (phone), Daniel, Greene, Haden-Miller (phone), Jaber, Luker, Peterson, Vescio,

Brasher called meeting to order at 10:04 a.m.

**Welcome/Video**

James Tsismanakis welcomed Board to DeKalb CVB and gave update on the new Atlanta Sports City.

**Approval of Minutes**

Approved January 2017 Board Minutes unanimously with a motion from Vescio and a second from Chester.

**Treasurer's Report**

Bailey presented Statement of Activity and Statement of Financial Position. Discussion regarding new debit card rather than using PayPal and possibility of combining two bank accounts into one. Bailey/ Brasher are going to meet with CPA to discuss better options regarding number of bank accounts and separation of funds. See Treasurer's update on website for reports.

**Committee Reports**

*GDEcD Update, Randi Greene:* Each region will have three tables at Travel Media Marketplace. Atlanta Metro will have one for AMTA and the other two tables will be split amongst Peachtree City, Alpharetta, Sandy Springs, and Roswell. The research position opening with GDEcD has been posted, but the Division Director position will be filled in FY18. Partners will need to arrange delivery of Georgia Travel Guides with TPMs.

*CVB Marketing Partnership, Jennifer Cruce/ JoAnn Haden-Miller:* Met before February AMTA meeting to finalize FY17 plan. Final stages of updating Top 100 brochure – has increased to 52 pages.

*Government Affairs, Neville Bhada:* RFRA is dead for this year, along with "Destination Resorts" bill, but there is a possibility of casino opening in Cherokee County. Legislators are looking at an official school start date. The new transportation/ hotel-motel fee is staying. DeKalb asked for a sales tax increase to help expand transportation options, but it did not pass.

*Public Relations & Social Media, Laura Luker/Heather Daniel/ Ashley Grace Jaber:*

- Laura Luker: Travel Media Marketplace – looking at themes for pitch sheet based on journalists preferences. Journalists (30ish) will also be given a flash drive. No longer using Facebook for the consumer market, but creating a member group to share ideas, updates, news articles, etc. Looking at doing an Instagram take-over.
- Ashley Grace Jaber: Newsletter and meeting reminder dates distributed. Moving forward with MailChimp migration.

*Meetings, Jon Brasher (Reported in Patti Davis absence):* 2017 locations are set, but still looking for speakers/ panelists for meetings.

*Membership, Mike Vescio:* 23 organizations did not renew their 2017 membership.

### **New Business**

*By-laws discussion, Bhada:* Reviewed edits made by by-laws committee. Bhada will update document and send new draft for President to review by Friday, March 3. Final draft will be sent to Board on Monday, March 6 who will have one week to vote via email. President will send updated by-laws to general membership by March 27 and membership will vote to approve/reject changes at April meeting (one vote per organization).

*Website changes, Daniel:* Transition to strictly member-facing website. Rhyme & Reason has a developer who is willing to build a completely new site for \$1,000. Bailey made motion to switch to this developer with a second to Chester, Board agreed unanimously. Timeline is approximately two-months.

*Meeting flow for April 12 General Meeting at Hilton Garden Inn Perimeter:* Brasher and Bhada will discuss preparations in further detail after this meeting.

### **Old Business**

None

### **Announcements**

- Jaber: Is pregnant. Will have her communications coordinator help with AMTA projects during her leave scheduled to begin in August.
- Bhada: Sam Lacy is leaving Travel South and that marketing position will be opening. Bhada does know a great candidate for an entry-level position in tourism.
- Brasher: Emmis Communications is now owned by Hour.

**Adjournment** – Brasher adjourned meeting at 11:58 a.m.