

**AMTA Board Meeting
Minutes
May 3, 2017
GDEcD/Tourism**

Submitted by: Katie Peterson, Secretary

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

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

Welcome/Video

Randi Greene welcomed Board to Georgia Tourism

Approval of Minutes

Approved March 2017 Board Minutes unanimously with a motion from Vescio and a second from Cruce.

Treasurer's Report

Bailey presented Statement of Activity and Statement of Financial Position. AMTA now has a debit card, but President must give approval before card is used and VP gives approval when President needs to use the card. See Treasurer's Update on website for reports.

Committee Reports

GDEcD Update, Randi Greene: Atlanta Metro met with 22 travel writers at Travel Media Marketplace in April. The State has still not filled the research position, so they are contracting with Andria. Tourgafilm and gacivilwar websites are now redirecting to exploregeorgia.org. 2018 Tourism Day at the Capitol will be January 23rd. The third annual Culinary Guide is coming out in May and more copies than in the past will be printed. In process of updating international travel guide and creating a sports guide.

CVB Marketing Partnership, Jennifer Cruce/ JoAnn Haden-Miller: Updated Top 100 brochure is at the printer.

Government Affairs, Neville Bhada: Discussed new Human Trafficking bill, Georgia Music Tourism Act, and income tax/ rate of tax imposed on the taxable net income of individuals.

Public Relations & Social Media, Laura Luker/Heather Daniel/ Ashley Grace Jaber: In discussion with Laurie Rowe Communications about doing an Instagram take-over. Will be switching e-newsletter to MailChimp. New website is up and running.

Meetings, Jon Brasher (Reported in Patti Davis absence): 2017 is set. Laurie Rowe Communications will speak at August meeting, October is at Noah's Ark where their GM will be speaking, and Gwinnett is hosting the holiday lunch/ December meeting.

Membership, Mike Vescio: Vescio will take care of nametags for meetings. AMTA has two new student memberships and is speaking to a few potential new members.

New Business

- Distribution of updated Board List (attached below)
- Meeting flow for June 7 General Meeting at Atlanta History Center. Craig Miller, Craig Dominey, Colin Cash, Jenny McDonald are on panel and Carrie Burns will facilitate.

Old Business

- No July AMTA Board meeting

Announcements

Adjournment – Brasher adjourned meeting at 11:08 a.m.



AMTA Board Members –2017

Note: Terms expire 12/31 of year noted

4/24/17

<p>Jon Brasher '18 (President) Atlanta Magazine Custom Media 260 Peachtree Street Suite 300 Atlanta, GA 30303 Office: 770-712-7492 jbrasher@atlantamagazine.com</p>	<p>Neville Bhada '17 (VP & Government Affairs Chair) Tourism Skills Group 2206 Rockwood Dr. Marietta, GA 30067 Office: 770-693-2988 neville@tourismskillsgroup.com</p>
<p>Beth Bailey '17 (Treasurer)- DMO Clayton County CVB 127 N. Main Street Jonesboro, GA 30236 Office: 678-610-4242 beth@atlantatruesouth.com</p>	<p>Katie Peterson '18 (Secretary)- DMO Marietta Visitors Bureau 4 Depot Street Marietta, GA 30060 Office: 770-429-1115 katie@mariettasquare.com</p>
<p>Jo Ann Haden Miller '17 (CVBMP Co-Chair)-DMO Atlanta Convention and Visitors Bureau Atlanta Convention & Visitors Bureau 233 Peachtree Street, NE, Suite 1400 Atlanta, GA 30303 Office: 404-521-6659 jhadenmlr@atlanta.net</p>	<p>Jennifer Cruce '17 (CVBMP Co-Chair)- DMO Sandy Springs Hospitality and Tourism 5920 Roswell Rd., Suite A-118 Sandy Springs, GA 30328 Office: 770-206-1436 JCruce@SandySpringsGa.gov</p>
<p>Michael Vescio '17 (Membership Committee Chair)- DMO Discover DeKalb 1957 Lakeside Parkway, Suite 510 Tucker, GA 30084 Office: 770-492-5012 mikev@dcbv.org</p>	<p>Laura Luker '18 (PR & Communications Co-Chair)- DMO Henry County CVB 1709 Highway 20W McDonough, GA 30253 Office: 770-957-5786 lluker@henrycounty.com</p>
<p>Stephen Chester '17 ATL Cruzers 160 Spring St. Atlanta, GA 30303 Office: 404-893-4372 schester@atlcruzers.com</p>	<p>Heather Daniel '18 (PR & Communications Co-Chair) Rhyme & Reason Design P.O. Box 8671 Atlanta, GA 30306 Office: 404-702-8618 heather@rhymeandreasondesign.com</p>

<p>Brandi Wigley '18 Atlanta History Center 130 West Paces Ferry Road, NW Atlanta, GA 30305 Office: 404-814-4032 bwigley@atlantahistorycenter.com</p>	<p>Ashley-Grace Jaber '18 (PR & Communications Co-Chair) Midtown Alliance 999 Peachtree St., Suite 730 Atlanta, GA 30309 Office: 404-892-0050 ashley@midtownatl.com</p>
<p><i>Ex-Officio</i> Randi Greene Tourism Project Manager Georgia Dept. of Economic Development Technology Square 75 5th Street, Suite 1200 Atlanta, GA 30308 Office: 404-693-0680 rgreene@georgia.org</p>	<p>Jacque Wansley '18 (Immediate Past President) World of Coca-Cola 121 Baker St., NW Atlanta, GA 30313 Office: 404-676-3886 jwansley@coca-cola.com</p>
<p><i>Committee Chairs not on board</i></p> <p>Patti Davis (Meetings Chair) Atlanta Movie Tours 404-756-6765 Patti@atlantamovietours.com</p>	