

**AMTA General Membership Meeting Minutes**  
**June 7, 2017**  
**Atlanta History Center**  
**Topic: Film in Georgia - Update**

Submitted by: Katie Peterson, Secretary

List of members and guest in attendance attached below

**Call to Order**

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

**Welcome**

Atlanta History Center – Jessi Gordy

**Program/Panel**

Carrie Burns, Atlanta Movie Tours, moderated panel featuring: Craig Miller (Chair of Georgia Film, Music, & Digital Entertainment Commission), Craig Dominey (Senior Film Location Specialist/Camera Ready Program Manager at Georgia Department of Economic Development), Jenny McDonald (Director of Tourism Covington/ Newton County Chamber of Commerce), and Collin Cash (Director of Douglas County Tourism). Discussions included economic impact of tourism on state and local economies, “Hollywood of the South,” and strategies to develop film tourism.

**Approval of Minutes**

Approved April 2017 General Membership Meeting Minutes unanimously with a motion from L. Klaer and a second from C. Cash.

**Treasurer’s Report**

Bailey absent / report can be viewed on [visitmetroatlanta.com](http://visitmetroatlanta.com)

**GDEcD/Tourism Report**

*Jon Brasher for Randi Greene:* Distributed press release on National Travel and Tourism Week and the economic impact of tourism on the state of Georgia. The new Georgia Eats guide is published and partners can email Jeff Farr at GDEcD for distribution. Georgia Tourism is working with Atlanta Magazine Custom Publishing to create a new Georgia sports guide.

**Brief Committee Updates**

*CVB Marketing Partnership, Jo Ann Haden-Miller:* Updated Top 100 brochure is at printer.

*Government Affairs, Neville Bhada:* Reviewed new human trafficking bill and elevation of charges up to a felony, Georgia Musical Investment Act, Cobb County \$3 room tax no longer in consideration, and new alcohol legislation allowing breweries and distilleries to sell their products directly to retail customers.

*Public Relations & Social Media, Laura Luker, Heather Daniel, and Ashely-Grace Jaber:* Luker encouraged members to continue to submit Instagram posts.

*Meetings, Patti Davis:* August 2 meeting at Medieval Times – topic: marketing methods with Lurie Rowe Communications. October meeting will be at Noah’s Ark and Holiday Luncheon will be in Gwinnett County.

*Membership, Mike Vescio:* Encouraged members to bring guests to meetings.

**New Business**

None

**Old Business**

None

**Adjournment**

Meeting adjourned for tours at 11:24 a.m.

**AMTA June 7, 2017 Meeting  
Attendees**

<b>Company Name</b>	<b>First Name</b>	<b>Last Name</b>	<b>Rep 2/ Guest</b>	<b>Rep 3/ Guest</b>	<b>Notes</b>
365 Degree Total Marketing	Shannon	Bridges			*attended in Linda's palce
Arabia Mountain Heritage Area Alliance	Angela	Walton			*attended in Mera's place
ATCOMM Publishing	Lisa	Werneck	<b>Julie Minear - Guest</b>		
Atlanta CVB	Jo Ann	Haden-Miller			
Atlanta History Center	Brandi	Wigley			*attended with adorable twins!
Atlanta Magazine/Emmis Publishing	Jon	Brasher			
Atlanta Marriott Buckhead Hotel & Conference Center	Michelle	Barton	<b>Ayana Stallings - Guest</b>		
Atlanta Movie Tours, Inc.	Carrie	Burns	Patti Davis		
Chattahoochee Nature Center	Jon	Copsey			
Congressman Barry Loudermilk's Office (not member of AMTA)					<b>Mack Parnell - Guest</b>
CTM Media Group	Bob	Gunby			
Decatur Tourism Bureau	Linda	Harris	Sherry Jackman	<b>Shirley Baylis - Guest</b>	
DeKalb CVB	Mike	Vescio			
Douglas County Museum of History & Art	Collin	Cash			
Fox Theatre	Shelby	Moody	Chris Saunders		
Game-X	Leah	Spain			
Georgia Aquarium	Mich	Franklin	<b>Megan Fisher - Guest</b>		
Georgia VIC - Tallapoosa	Mindy	Folds	<b>Connor Hooper - Guest</b>		
Hampton Inn Atlanta-Buckhead (not members of AMTA)					<b>Pam Linder-N'Diaye - guest</b>
Henry County CVB	Laura	Luker	<b>Aisha White - Guest</b>		
Historic Oakland Foundation	Marcy	Breffle			
Home2Suites by Hilton Atlanta Downtown	David	Van Tassell			
Lamplighter Tours of Atlanta, Inc.	Lee	Klaer	Christine Peters		
Lenox Square/Phipps Plaza	Carol	Cox	<b>Ana Castillo - Guest</b>		
Marietta Visitors Bureau	Katie	Peterson	Judy Renfroe	<b>Wesleigh Reaves - Guest</b>	
Medieval Times Dinner & Tournament	Alexandra	Zagorski	Andy Lengsas		
Midtown Alliance/Midtown Improvement District	Ashley-Grace	Jaberi	Sally Salado		
Peachtree City CVB			Nicole Sheets		
Roswell CVB			Diane Stone		
Rhyme & Reason Design	Heather	Daniel			
Sandy Springs Hospitality and Tourism			Dennis Kemp	<b>Amy Metzler - Guest</b>	
The Ellis Hotel	Tom	LaVaccare			
Theresa Jenkins - Retired	Theresa	Jenkins			
Tourism Skills Group	Neville	Bhada			
Towne Place Suites by Marriott - Buckhead	Tom	Grogan			
Where Atlanta	Karen	Jones Atchison	<b>Ginger Sinton - Guest</b>		
GDEcD	Craig	Dominey			Panelist
GA Film, Music, & Digital Entertainment Commission	Craig	Miller			Panelist
Covington/Newton County Chamber of Commerce	Jenny	McDonald			Panelist