

AMTA General Membership Meeting Minutes
August 2, 2017
Medieval Times
Topic: PR with Impact

Submitted by: Katie Peterson, Secretary

List of members and guest in attendance attached below

Call to Order

Brasher called meeting to order at 10:01 a.m.

Welcome

Medieval Times – Alexandra Zagorski, Sales & Marketing Manager

Program/Panel

Topic: *PR with Impact*

Speakers: Laurie Rowe, Laurie Rowe Communications and Lesli Peterson, 365 Atlanta Family & Georgia Tourism Family Travel

Highlights included Media/FAM trips, pitching story ideas, vetting journalists/ bloggers

Approval of Minutes

Approved June 2017 General Membership Meeting Minutes unanimously with a motion from C. Cash and a second from N. Bhada.

Treasurer's Report

Bailey distributed financial reports. Copies of reports can be viewed on visitmetroatlanta.com

GDEcD/Tourism Report

Randi Greene: Lisa Love was hired as the Tourism Division Director. Governor's Conference on Tourism is September 10-14 and hotel rooms are selling out quickly. Greene introduced the new Tallapoosa VIC Manager, Connor Hooper. Georgia Singer-Songwriter series will be announced. Selfie-spots are still available.

Brief Committee Updates

CVB Marketing Partnership, Jennifer Cruce: Updated Top 100 brochures have arrived and leads have been fulfilled. Digital copy of brochure is on AMTA website.

Government Affairs, Neville Bhada: Presented information on "Save Georgia Summers" and the Atlanta Mayoral Race.

Public Relations & Social Media, Laura Luker, Heather Daniel, and Ashely-Grace Jaber: Continuing work with Laurie Rowe Communications. Deadline for selfie spot info is August 15.

Meetings, Patti Davis: October 4 meeting at Noah's Ark Animal Sanctuary in Locust Grove and Holiday Luncheon will be in Gwinnett County.

Membership, Mike Vescio: absent, but no new members at this time.

New Business

Board nominations by membership due to Jon Brasher on or by August 18 to jbrasher@atlantamagazine.com

Nominating committee will be formed and the 2018 slate of Board members will be presented and voted on at October General meeting.

Old Business

None

Adjournment

Meeting adjourned for tours at 11:14 a.m.

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Attendees

Company Name	First Name	Last Name	Rep 2	Rep 3
Advance Travel and Tourism	Matthew	Smith*	*attended in Joseph & Ray's place	
Arabia Mountain Heritage Area Alliance	Angela	Walton*	*attended in Mera's place	
ATCOMM Publishing	Lisa	Werneck		
Atlanta History Center	Brandi	Wigley		
Atlanta Magazine Custom Media	Jon	Brasher		
Atlanta Movie Tours, Inc.	Patti	Davis	*Mary Huff with Huff Communications attended as Patti's guest	
ATL-CRUZERS, LLC	Stephen	Chester		
Booth Western Art Museum	Tom	Shinall		
Clayton County CVB	Beth	Bailey		
CNN Studio Tours	Madison	Hanshaw		
CTM Media Group	Bob	Gunby		
Douglas County Museum of History & Art	Collin	Cash	*Whitney Marshall with Foxhall Resort attended as Collin's guest	
Douglasville CVB	Samantha	Rosado		
Dunwoody Convention and Visitors Bureau	Kim	Franz	*Melanie Watson with Dunwoody CVB attended as a guest	
Game-X	Leah	Spain		
Georgia Department of Economic Development	Randi	Greene		
Georgia VIC - Tallapoosa	Connor	Hooper		
Gwinnett CVB	Victoria	Hawkins	Jessica Whittingslow	*Susan Dargis with Gwinnett CVB attended as a guest

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Attendees

Henry County CVB	Laura	Luker	Aisha White	
Home2Suites by Hilton Atlanta Downtown	David	Van Tassell		
Johns Creek CVB	Shelby	Marzen		
Lamplighter Tours of Atlanta, Inc.	Lee	Klaer	Christine Peters	
Laurie Rowe Communications	Laurie	Rowe*	*Laurie was a speaker	
Marietta Visitors Bureau	Katie	Peterson	Wesleigh Reaves with Marietta *attended as guest	
Medieval Times Dinner & Tournament	Alexandra	Zagorski		
Roswell CVB	Diane	Stone		
Sandy Springs Hospitality and Tourism	Jennifer	Cruce	Samantha Marks	Dennis Kemp
Stone Mountain Park	Lynne	Dundon		
Tourism Skills Group	Neville	Bhada	*Jeannea Spence attended as Neville's guest	
Urban Enterprises	Caitlin	Smith		
Where Atlanta	Karen	Jones Atchison		
World of Coca-Cola	Jacquie	Wansley		

***guest - said she heard about AMTA and wanted to try a mtg as she works with the hospitality community.**

***guest - maybe of Laurie, not sure**

***speaker**

Hemsworth Communications Amanda Parham

Orange142 Craig Richards

365 Atlanta Family Lesli Peterson