

**AMTA Board Meeting
Minutes
September 6, 2017
Sandy Springs Hospitality and Tourism/ Sandy Springs Perimeter Chamber of Commerce**

Submitted by: Katie Peterson, Secretary

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

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

Welcome/Video

Jennifer Cruce welcomed Board to Sandy Springs

Approval of Minutes

Approved May 2017 Board Minutes unanimously with a motion from Wigley and a second from Daniel.

Treasurer's Report

Bailey unable to attend meeting, but see Treasurer's Update on website for reports.

Committee Reports

GDEcD Update, Randi Greene: Tracie Sanchez started with GDEcD on Friday, September 1st as the new Product Development Manager. She founded the Georgia Trail Summit and has been a part of the resource teams in the past. Kevin Langston will send out hurricane update with a new landing page on exploregeorgia.org created to help evacuees find hotel rooms and places to stay. If all goes as planned, Greene will be on Maternity Leave December through February.

CVB Marketing Partnership, Jennifer Cruce/ JoAnn Haden-Miller: Updated Top 100 brochures should be at partner locations. They are at VICs and in all hotels. Lead requests have been fulfilled. Cruce and Haden-Miller plan to attend RTA meeting at Governor's Conference.

Government Affairs, Neville Bhada: Discussed new craft beer law – which went into effect September 1 – Atlanta Mayoral race, and expect lawmakers to have a civil war replica dialogue during session next year.

Public Relations & Social Media, Laura Luker/Heather Daniel/ Ashley Grace Jaber: New blog – "Strike a Pose" – was posted September 1. January's blog will be about museum experiences. The new Top 100 brochure is loaded to the AMTA website.

Meetings, Jon Brasher: October 4th meeting is at Noah's Ark and their GM will be speaking

Membership, Mike Vescio: Fox Hall in Douglas County has joined. Hoping to add Zoo Atlanta to membership.

New Business

- Slate for 2018 Board of Directors – list attached. Brasher will present at next meeting.
- Meeting flow for October 4th General Meeting at Noah's Ark/ Henry CVB- Host
- Board Planning Retreat November 1 – date to be confirmed
- Holiday Luncheon at Infinite Energy Center

Old Business

None

Announcements

- Kevin Langston will be sending an update email about the hurricane
- Julie Musselman will be making a call about rescheduling Governor's Conference tomorrow morning.

Adjournment – Brasher adjourned meeting at 10:41 a.m.



AMTA Board Members –2018 Proposed Slate

Note: Terms expire 12/31 of year noted

09/05/17

<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 '19 (VP & Government Affairs Chair) Tourism Skills Group 2206 Rockwood Dr. Marietta, GA 30067 Office: 770-693-2988 neville@tourismskillsgroup.com</p>
<p>Beth Bailey '19 (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>Victoria J. Hawkins '19 - DMO Explore Gwinnett 6500 Sugarloaf Parkway, Ste 200 Duluth, GA 30097 Office: 770-814-6048 victoria@exploregwinnett.org</p>
<p>Michael Vescio '19 (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 '19 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 style="text-align: center;">Brandi Wigley '18 Atlanta History Center 130 West Paces Ferry Road, NW Atlanta, GA 30305 Office: 404-814-4032 bwigley@atlantahistorycenter.com</p>	<p style="text-align: center;">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 style="text-align: center;"><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 style="text-align: center;">Jacquie 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 style="text-align: center;"><i>Committee Chairs not on board</i></p> <p style="text-align: center;">Patti Davis (Meetings Chair) Atlanta Movie Tours 404-756-6765 Patti@atlantamovietours.com</p>	<p style="text-align: center;">Jennifer Cruce (CVBMP Co-Chair) Sandy Springs Hospitality and Tourism 5920 Roswell Road, Suite A-118 Sandy Springs, GA 30328 Office: 770-206-1436 JCruce@SandySpringsGA.gov</p>