

AMTA General Membership Meeting Minutes
February 6, 2018
The Wren's Nest

CALL TO ORDER

Jon Brasher, President

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

WELCOME

Wren's Nest - Melissa Swindell, Director

MEMBER INTRODUCTIONS

Membership attendance listed below.

Treasurer's Report

Beth Bailey, AMTA Treasurer

Bailey distributed financial reports. Highlights: As of January, there is over \$77k in the bank with around \$28k generated from General Membership dues and \$49k from the CVB Marketing Partnership. Reminder, dues are due! Check with Bailey to confirm payment. Non-paid member cutoff is March 1.

GDECD REPORT

Jon Brasher, President (on behalf of Randi Greene, Atlanta-Metro Tourism Project Manager)

Randi will be returning February 12th. Thank you for attending Tourism, Hospitality and Arts Day at the Capitol, we had a great turnout. Copies of the 2018 Travel Guide are available for order.

COMMITTEE UPDATES

CVB Marketing Partnership

Jo Ann Haden-Miller, Co-Chair

The committee met with the State to review the FY2019 opportunities and will be meeting with the CVBMP partners in the next few weeks to discuss further. FY18 Print and Digital placements are in place for the Spring season.

Governmental Affairs

Neville Bhada, AMTA Vice President

UPDATES: *Destination Resorts (Casinos)*- If it passes through the State Government, citizen voting will be in November. If it fails, the wait time will be two years to bring it up again (not likely going to pass). *Religious Liberty*- Gov. Deal will veto any religious liberty bill (especially due to Amazon's potential relocation to Atlanta) (not likely going to pass). *Coach Small Religious Protection Act*- movement to allow sporting teams to have the right to pray before event. *H&M Tax*- movement to change the language so it protects tourism marketing and cannot be used for improvements to infrastructure. *Brunch Bill*- discussions and compromises in place to move alcohol sales to 11am. (likely chance of passing.) *Faith Based Adoptions*- Georgia to clean up the State's adoption policy and strips out any language that

prevents couples not being able to adopt based on lifestyle or religious preferences. *School Start-* Gov. Deal proposing a state-wide start date (third week in August). *Air B&B Bill-* protect services such as Airbnb from being banned or regulated by local city governments. *Airport-* proposal in place to put the state in charge of the Atlanta airport. *Human Trafficking-* Movement to pin point the issues and provide employee training. Awareness is spreading, and action is being taken.

Public Relations, Social Media, Website

Laura Luker, Co-Chair

The Experiential Museums blog has received interest from journalists and the PR Committee will be reaching out those who participated with next steps. *Hit the Trail: From Film Trails to Hiking Trails* is the next blog topic and content will be due March 1 to have the blog live by April 1. Please send social media posts and images to visitmetroatlanta@gmail.com as the committee is actively looking for content for the year.

Meetings

Patti Davis, Chair

Meeting locations are booked for the entire year. Member memo will include all locations and topics. The upcoming Membership Meetings are April 4, June 6, August 1, October 3 and December 5.

Membership

Bob Gunby (on behalf of Mike Vescio, Chair)

Welcomed 4 new members and encouraged members to bring guests to meetings. Stephen Chester with ATL Cruzers received a gift card for bringing a guest.

PROGRAM

NEW BUSINESS

Jon Brasher, President

Katie Peterson has left the Marietta CVB and will no longer be serving on the AMTA Board. After a round of nominations, Kim Franz with the Dunwoody CVB will be serving on the Board and as AMTA Secretary.

OLD BUSINESS

Jon Brasher, President

None.

ANNOUNCEMENTS

GACVB Winter Meeting is requesting silent auction items. Please contact Collin Cash for details.

ADJOURNMENT

Jon Brasher, President

Brasher called the meeting to close tours at 11:06 a.m.

MEMBERSHIP ATTENDANCE

AC Hotel Atlanta Buckhead at Phipps Plaza – Mandi Budman
Advance Travel and Tourism – Matthew Smith (attended in Joseph and Ray’s place)
Arabia Mountain Heritage Area Alliance – Angela Budman (attended in Mera’s place)
ATCOMM Publishing – Lisa Werneck
Atlanta CVB – Jo Ann Haden-Miller, Courtney Bigum
Atlanta History Center – Brandi Wigley
Atlanta Magazine Custom Media – Jon Brasher
Atlanta Movie Tours, Inc. – Carrie Burns
ATL-CRUZERS, LLC – Stephen Chester
Clayton County CVB – Beth Bailey, Danielle Conroy
CTM Media Group – Bob Gunby
Decatur Tourism Bureau – Linda Harris, Sherry Jackman
Douglas County Tourism & Film – Collin Cash
Dunwoody Convention and Visitors Bureau – Kim Franz, Melanie Watson
Fernbank Museum of Natural History – JaQuan Jackson, Deanna Smith
Foxhall Resort – Whitney Marshall
Game-X – Leah Spain
Georgia Aquarium – Gabriel Bidot
Georgia VIC – Tallapoosa – Connor Hooper, Tierney Golka (guest)
Gwinnett CVB – Jessica Whittingslow
Henry County CVB – Laura Luker, Aisha White
Johns Creek CVB – Shelby Marzen
Lamplighter Tours of Atlanta, Inc. – Lee Klaer, Christine Peters
Marietta Visitors Bureau – Theresa Jenkins, Wesleigh Reaves (guest), Judy Renfroe, Courtner Spies (guest)
Mary Huff Communications – Mary Huff
Midtown Alliance/Midtown Improvement District – Ashley- Grace Jaber
Roswell CVB – Diane Stone
Rhyme & Reason Design – Heather Daniel
Sandy Springs Hospitality and Tourism – Jennifer Cruce, Samantha Marks
Stone Mountain Park – Lynne Dundon
Stone Mountain Village Visitor Center – Kimberly Cumbie
Tourism Skills Group – Neville Bhada
Urban Enterprises – Caitlin Smith
Where Atlanta – Karen Jones Atchison
World of Coca-Cola – Jacquie Wansley
<i>Julissa Smith with Herndon Home attended as Stephen Chester's Guest</i>
<i>Isabella Rusike with the Solis Hotel attended as Mike Vescio's guest</i>
<i>Speakers: Tom Houck with Civil Rights Tours Atlanta and Donald Bullock with the King Center</i>