

AMTA General Membership Meeting Minutes
October 4, 2017
Noah's Ark

Recorded by: Heather Daniels
Submitted by: Katie Peterson, Secretary

Call to Order

Brasher called meeting to order at 10:05 a.m.

Welcome

Approval of Minutes

Approved August 2017 General Membership Meeting Minutes unanimously with a motion from C. Cash and a second from M. Vescio.

Treasurer's Report

Copies of reports can be viewed on visitmetroatlanta.com

GDEcD/Tourism Report

Randi Greene: Traci Sanchez is new Product Development Manager. Randi Greene will be on maternity leave December through February and she will send instructions on who to contact in her absence. Governor's Conference is now October 30 - November 2. GDEcD survey will be deployed soon about the Department. January 23 is Tourism, Hospitality & Arts Day at the Capitol. GA Travel Guide will have special celebrity on cover due to Governor Deal's request as it's his last year in office.

Brief Committee Updates

CVB Marketing Partnership, Jo Ann Haden-Miller, Jennifer Cruce: Updated Top 100 brochures have arrived and leads have been fulfilled. Call JAHM if you need a box. CVB MP is working with Rhyme & Reason on ad designs.

Government Affairs, Neville Bhada: Thirteen candidates in Atlanta Mayoral race. Legislative quotes on future dialogue regarding confederate memorial argument will be in forefront for next year or two. Religious Liberty law will drive future industries coming to GA, including Amazon new HQ.

Public Relations & Social Media, Laura Luker, Heather Daniel, and Ashely-Grace Jaber: Luker thanked membership for film blog submissions – the blog has been posted on the website and sent to media. Next blog will be about interactive museums – taste, touch & feel. Submissions will be due December 1st and blog will go live on January 1st. Luker asked group to continue to send Instagram posts and to join Facebook group for AMTA, which has been set up for membership networking.

Meetings, Patti Davis: Holiday Luncheon will be in Gwinnett County at Infinite Energy Center. Please contact Patti Davis if you would like to host a 2018 meeting.

Membership, Mike Vescio: Today had the most guests at a meeting this year.

New Business

Board of Directors retreat November 10 in DeKalb.

Old Business

Motion to approve slate for 2018 Board of Directors made by Heather Daniel with a second from Lee Klaer. Motion passed.

Adjournment

Meeting adjourned for tours at 10:28 a.m.