

AMTA Board Meeting Minutes
May 2, 2018
Atlanta Magazine

CALL TO ORDER

Jon Brasher, President

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

WELCOME

Jon Brasher, President

APPROVAL OF MINUTES

Kim Franz, Treasurer

Motion to approve: B. Wigley | Second: B. Bailey

TREASURER'S REPORT

Beth Bailey, AMTA Treasurer

Bailey distributed financial reports and posted it online. Insurance payments will be coming up soon but we do not expect any other expenses in the near future. Contact Bailey with questions.

COMMITTEE UPDATES

Governmental Affairs

Neville Bhada, AMTA Vice President

Governor has until May to make movement on the various bills. Set to sign the Distracted Driving Bill. Stipulations: you are allowed one swipe and the phone should be mounted. Governor Deal signed the budget and the election is the current hot topic.

Public Relations, Social Media, Website

Laura Luker & Heather Daniel, Co-Chairs

365 Atlanta Traveler: The Museums article is live. The article will be sent via email (10K email subscribers) and will rotate on their social channels. The committee received a good number of interest and submissions from the membership! The next article will feature Music, Festivals or Events Article and will be published on June 5th. Note: Submissions should be a music event, not necessarily bars or restaurants that have live music. *Laurie Rowe*: the next blog will be Dishes, Drives and Diners- restaurants that are off the "eaten" path and will be due on June 1st.

Meetings

Brandi Wigley, Co-Chair

June 6th: Location will be the Fox Theatre but there are no details yet on the room at this time. The topic will be the Sports Market and the State of Sports in Metro Atlanta. *August 1st*: Location will be Stars and Stripes and the topic will be Social Media with speakers from Visit Savannah and Explore Georgia. *October 3rd*: The location will be Foxhall Resort and the

topic will be the GDEcD update. *December 5th*: The Holiday Luncheon in Henry County at the Atlanta Motor Speedway. Board Retreat will be the 1-2nd of November.

Membership

Mike Vescio, Chair

Bob Gundy will speak at the June meeting on behalf of Mike. Cooper Global, Holiday Inn Express and Rockin' Road Trip will be the guests who will be attending the June meeting. Fernbank has re-joined.

GDECD Report

Randi Greene, Atlanta-Metro Tourism Project Manager

Footsteps of MLK Trail kicked off and has already received some great press. This trail is focused on MLK but it will continue to expand into Civil Rights. There is a landing page dedicated to it as well.

CVB Marketing Partnership

Jo Ann Haden-Miller, Co-Chair

Looking at the State's opportunities for digital spending opportunities and will vet the CVBs after research.

NEW BUSINESS

Jon Brasher, President

The board voted on the open board seat. Warm welcomes to the newest AMTA board member: Gabe Bidot with Georgia Aquarium, Leisure Sales.

OLD BUSINESS

Jon Brasher, President

None.

ANNOUNCEMENTS

Neville- Georgia State Hospitality Majors will be looking for projects over the summer to get experience.

Member spotlight- Feature older members as well as new members.

ADJOURNMENT

Jon Brasher, President

Brasher called the meeting to close at 11:05 a.m.

BOARD ATTENDANCE

Atlanta Magazine Custom Media – Jon Brasher
Tourism Skills Group – Neville Bhada
Clayton County CVB – Beth Bailey
Dunwoody Convention and Visitors Bureau – Kim Franz
World of Coca-Cola – Jacquie Wansley
Atlanta CVB – Jo Ann Haden-Miller
Atlanta History Center – Brandi Wigley
Gwinnett Convention and Visitors Bureau – Victoria Hawkins
Discover DeKalb – Mike Vescio
GDEcD – Randi Greene
Henry County CVB – Laura Luker
Rhyme and Reason Design – Heather Daniel