

**AMTA General Membership Meeting Minutes**  
**June 6, 2018**  
**The Fox Theater**

**CALL TO ORDER**

*Jon Brasher, President*

Brasher called the meeting to order at 10:08 a.m.

**WELCOME**

*The Fox Theater – Shelby Moody*

Reminder: The Fox offers an AMTA Discount for tickets. Use promo codes through the Fox Communications.

**PROGRAM – CONTENT MARKETING (KATIE CHRISTOF, EXPLORE GEORGIA)**

**APPROVAL OF MINUTES**

*Kim Franz, AMTA Secretary*

Motion to approve: N. Bhada | Second: B. Bailey

**TREASURER’S REPORT**

*Beth Bailey, AMTA Treasurer*

Bailey posted the report to the AMTA website. Contact Bailey with questions.

Liability insurance was recently paid.

**COMMITTEE UPDATES**

**Governmental Affairs**

*Neville Bhada, AMTA Vice President*

Primary Run-off: For the first time in a dozen years, Georgia's Governor and Lt. Governor are both open seats, and that sets the stage for a mighty interesting primary election and general election. Both races have drawn candidates that are seasoned politicians and others who are political newcomers.

July 24: Primary run-off

Nov. 6: General election

Dec. 4: General election run-off, if necessary

Backers of Georgia’s ‘religious liberty’ effort energized by Supreme Court decision. The U.S. Supreme Court’s ruling in favor of a Denver-area wedding cake maker is empowering Georgia supporters of “religious liberty” legislation who hope to revive the measure next year. The justices ruled 7-2 that Colorado officials violated the First Amendment rights of baker Jack Phillips, who refused to make a wedding cake for a gay couple in 2012 because of his Christian beliefs. The decision was closely watched in Georgia, where some conservatives are still smarting over Gov. Nathan Deal’s veto in 2016 of a bill that would allow faith-based organizations to deny services to those who violate their “sincerely held religious belief.”

Repeal of Jet Fuel Sales Tax: Clayton County will receive most of the more than \$28 million the state has set aside to partially reimburse local governments for the loss of jet fuel sales tax money. The Georgia Department of Revenue officials put out a bulletin telling vendors to stop collecting most local sales taxes on jet fuel as of July 1. The department cited federal regulations saying local sales taxes on jet fuel must be used at airports for things such as facility improvements. Delta Air Lines is expected to be the biggest beneficiary of the decision, although other airlines and cargo companies will save money as well. Total savings to those businesses are expected to be more than \$20 million a year.

### **Public Relations, Social Media, Website**

*Laura Luker, Co-Chair*

*365 Atlanta Family* bases their posts off of SEO volume. The committee is looking for content that has life for years to come. The music events post (annual timeline) will be live soon. *Rooftop bars and scenic places to get a drink* will be due in August.

*LRC* will be featuring the dishes, drive throughs and destinations- places to get the best food off the radar. Check the member memo for the deadlines. This is all free with membership.

### **Meetings**

*Patti Davis, Co-Chair*

Member memo will include all locations and topics. The upcoming Membership Meetings are August 1- Stars and Strikes, October 3- Foxhall Resort and December 5- Atlanta Member Speedway. Booking meetings for 2019- interested, contact the committee.

### **Membership**

*Bob Gundy, Co-Chair*

We welcomed many guests to this meeting. Collin Cash received a gift card for bringing a guest. *Attendee and guest list are included at the end of this document.*

### **GDECD REPORT**

*Randi Greene, Atlanta-Metro Tourism Project Manager*

The new culinary guide is out! Contact Randi to receive copies. Mark your calendar and register for the 2018 Governor's Tourism Conference **August 26 – 29** at the Atlanta Marriott Marquis. The state should have a new research person in the next few months. Please utilize MarketGeorgia.org, if you need a login contact Randi.

### **MEMBER INTRODUCTIONS**

#### **NEW BUSINESS**

*Jon Brasher, President*

Save the Date for Tourism Day at the Capitol Tuesday, February, 5<sup>th</sup>.  
Gabe Bidot, Georgia Aquarium has joined the AMTA board.

#### **OLD BUSINESS**

*Jon Brasher, President*

None.

**ANNOUNCEMENTS**

*Jon Brasher, President*

None.

**ADJOURNMENT**

*Jon Brasher, President*

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

**MEMBERSHIP ATTENDANCE**

AC Hotel Atlanta Buckhead at Phipps Plaza – Mandi Budman
Advance Travel and Tourism – Matthew Smith
ATCOMM Publishing – Lisa Werneck
Atlanta Magazine Custom Media – Jon Brasher
Atlanta Movie Tours, Inc. – Carrie Burns
ATL Airport District – Cookie Smoak
ATL-CRUZERS, LLC – Stephen Chester
Clayton County CVB – Beth Bailey
CNN Studio Tours – Jain Kim, Chandler Cheek (attended in Madison’s place)
Cobb Travel and Tourism – Lindsey Burruss
CTM Media Group – Bob Gunby
Douglas County Tourism & Film – Collin Cash
Douglasville CVB – Samantha Rosado
Dunwoody Convention and Visitors Bureau – Kim Franz, Melanie Watson
Fernbank Museum of Nature History – JaQuan Jackson, Deanna Smith
Fox Theatre – Shelby Moody, Patti Davis
Foxhall Resort – Whitney Marshall
Game-X – Leah Spain
Georgia Aquarium – Gabriel Bidot
Georgia Department of Economic Development – Randi Greene
Georgia VIC – Tallapoosa – Connor Hooper
Griffin Spalding Chamber of Commerce – Allison Pollard (attended in Cindy’s place)
Henry County CVB – Laura Luker, Aisha White
Johns Creek CVB – Shelby Marzen
Lamplighter Tours of Atlanta, Inc. – Lee Klaer, Christine Peters
Marietta Visitors Bureau – Amanda Sutter, Wesleigh Reaves, Courtney Spiess
Mary Huff Communications – Mary Huff
Medieval Times Dinner & Tournament – Katie Ortiz
Roswell CVB – Diane Stone, Danielle Conroy
Rhyme & Reason Design – Heather Daniel
Tourism Skills Group – Neville Bhada
Urban Enterprises – Caitlin Smith
Villa Rica Convention & Visitors Bureau – Christopher Pike
Where Atlanta – Karen Jones Atchison

