

AMTA Board Meeting Minutes
September 5, 2018
Rhyme and Reason Design

CALL TO ORDER

Jon Brasher, President

Brasher called the meeting to order at 10:09 a.m.

WELCOME

Heather Daniel, Rhyme and Reason Design

APPROVAL OF MINUTES

Kim Franz, Treasurer

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

TREASURER'S REPORT

Beth Bailey, AMTA Treasurer

Bailey distributed financial reports and posted it online. Will be emailing invoices and W9s toward the end of the year to the membership (primary person) for those that want to pay early. Notices of the invoices will also go out in the member memo.

COMMITTEE UPDATES

Governmental Affairs

Neville Bhada, AMTA Vice President

Recap from the Advocacy Discussion at the Gov Conf.

Priorities: anti discriminatory language, hotel tax review board (only MS pays less than GA for tourism), short term rentals ordinances, brunch bill, religious freedom, school start date. Education for tourism will be important for next year's congress. Looking ahead, plan for a push for casinos in 2020. Tax on hotel rooms from Suntrust Park to be used to market Cobb County.

Public Relations, Social Media, Website

Laura Luker & Heather Daniel, Co-Chairs

Contract with LRC has ended. PR Committee will meet to discuss the next steps with this contract. WordPress is about to launch a new update which will change the backend of the website. The AMTA Site will need to transition in 4-6 months.

Meetings

Jon Brasher, President

All meetings are set for the rest of the year. Oct 3rd at Fox Hall Resort. November Board Retreat: 11/1-2. Dec 5 Atlanta Motor Speedway- Holiday Reception. Paced car rides available- 2 cars available and can get everyone in and out in an hour. Roughly 11-1ish timeframe.

Membership

Mike Vescio, Chair

New member: Southern Peddler. Interested: Zoo Atlanta

Would like to showcase more member spotlights in the memo for actual personal profiles of the people behind the organization. Would also be great to spotlight new board members in the memo.

GDECD Report

Randi Greene, Atlanta-Metro Tourism Project Manager

New Research Director is Dr. Ashley Barfield. New website has launched, if you find any issues email them to Randi. State's strategic plan is built on 5 pillars- copies are on Market Georgia and were sent through Randi's email update. Phase 2 of the plan will be out in the next few months.

CVB Marketing Partnership

Jo Ann Haden-Miller, Co-Chair

FY2019, the state matches 1:1. Print schedule will kick off in October. \$52K+ in print advertising. Haven't committed to any digital at this point. Also checking on the Top 100 Must See's inventory and the fulfillment process. Will be scheduling a meeting in the Fall to discuss.

NEW BUSINESS

Jon Brasher, President

Nominating committee (Randi Greene, Collin Cash, Lindsey Burrus, Courtney Spief, Neville Bhada and Jon Brasher) voted on April 30th to appoint Amanda Suiter with Marietta CVB to be added to the Board Member slate. General Membership will vote to be added to the board at the October meeting. Motion to approve: H. Daniel, Second J. HM. All voted in favor.

AMTA Board Meeting Retreat: Thursday November 1-2nd at Foxhall Resort. Board will conduct a Board Planning and a Strategic Plan. Cost: \$160/night.

First 2019 meeting: February 13, 2019

OLD BUSINESS

Jon Brasher, President

None.

ANNOUNCEMENTS

Study about the Atlanta State Farmer's Market. Reach out to Bailey to support the study.

ADJOURNMENT

Jon Brasher, President

Brasher called the meeting to close at 11:20 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
Georgia Aquarium – Gabe Bidot
Gwinnett Convention and Visitors Bureau – Victoria Hawkins
Johns Creek CVB – Shelby Marzen
Discover DeKalb – Mike Vescio
GDEcD – Randi Greene
Henry County CVB – Laura Luker
Rhyme and Reason Design – Heather Daniel