

AMTA Board Meeting Minutes

January 9, 2019

Discover Dunwoody

CALL TO ORDER

Neville Bhada, President

Bhada called the meeting to order at 10:03 a.m.

WELCOME

Kim Franz, Marketing Director, Discover Dunwoody

APPROVAL OF MINUTES

Kim Franz, Secretary

Motion to approve: Vescio | Second: Haden-Miller

TREASURER'S REPORT

Beth Bailey, Treasurer

Bailey distributed financial reports and it will be posted it online. 1/3 of the membership has paid so far. March 1 is the final deadline.

COMMITTEE UPDATES

Governmental Affairs

Amanda Sutter, Chair

- School Start Date Committee: The 11 member, Senate Study Committee has voted 9-0 to recommend guardrails to be instituted around school start dates that preserve local control while providing consistency for Georgia students and parents. The goal is to provide a more congruent school calendar statewide, including a longer summer break with less sporadic intermediate breaks throughout the year. Based on this recommendation, schools will be required to start within seven to ten days before the first Monday in September and end the school calendar on or around June 1st. The Committee's findings state that inconsistent school calendars have a significant detrimental impact, particularly on the tourism and hospitality industry which is Georgia's fifth largest employer and industry.
- Federal Government Shutdown Effects Georgia Travel & Tourism Industry: The ongoing federal shutdown is already affecting Georgia's travel & tourism industry. Historic sites, national parks and federal museums throughout the state have been closed for visitation. Airports nationwide could begin to feel the effect of the partial government shutdown as Federal Aviation Administration and Transportation Security Administration employees continue to call in sick or be furloughed short staffing the airline industry.
- Senate Study on Hartsfield-Jackson Atlanta International Airport Operations: The Senate Hartsfield-Jackson Atlanta International Airport Operations and Authority Creation Study Committee was created with the adoption of Senate Resolution 882 during the 2018 Legislative Session. The Committee was tasked with studying the potential transfer of operations of the Airport from the City of Atlanta (Atlanta Department of Aviation) to an authority that might best serve and protect the State of Georgia. With over 103 Million passengers in 2017, the Airport is the state's largest economic enterprise. After the Committee's investigations, it is their final recommendation for an authority management structure, governed by individuals of varying backgrounds and experiences, to be created by the Georgia State Legislature, to help oversee the business enterprise and operations of the Hartsfield-Jackson Atlanta International Airport.

Public Relations, Social Media, Website

Laura Luker & Heather Daniel, Co-Chairs

LRC is working on a pitch for existing content on the press room- how to keep it relevant and continue to pitch it. The committee received very few submissions for the last blog of 2018 (Sunsets). The Committee will look at different deadlines to avoid slower times like Summer and the Holidays.

Meetings

Neville Bhada, President

Dr. Fabio was secured for the first Membership Meeting and the fee was \$1800. The discussion will be about diversity and the location is Ferbank. The committee will be meeting next week to discuss the rest of the year's locations, topics and speakers.

Membership

Gabe Bidot, Chair

Master membership list has been updated and was set up on a Google Doc. Stephen, Gabe and Beth will be the master editors. The committee has started tracking those that have paid, new members and those that were dropped. The e-sign-in sheet is created and will automatically populate through a time stamped doc with members and guests.

CVBMP

Jo Ann Haden-Miller, Co-Chair

Will need to update the Top 100 Must Sees brochure this year. The committee plans to meet on new creative for Co-Op advertising opportunities. Invoices going out will be dated for January 1.

CVBMP

Randi Greene, GDEcD

The State has made some changes: the TMP program has been phased out and restructured but there will still be a rep for each RTA (Randi will still be AMTA's). TMP is now Industry and Partner Relationships – Cheryl Halgrove leading. Due to partner surveys, Market Georgia will be completely revamped. There is a stronger focus to increase Georgia's presence internationally and amping up the content on the site. Randi is now Brand Manager and will be focusing and working more with Co-Op, the various trails, and special projects from inception to completion. Tourism Day at the Capitol schedules will be going out next week.

NEW BUSINESS

Neville Bhada, President

Strategic Plan action plan.

Kim Franz, Secretary

GACVB Winter Meeting will be held in Dunwoody on February 20-22. Hotel reservations and registration are available on the website.

OLD BUSINESS

Neville Bhada, President

None.

ANNOUNCEMENTS

The Superbowl host committee publication is out and was created by Atlanta Magazine. Monday Feb 4th will be the Celebration of Tourism at the History Center (6-830pm)

ADJOURNMENT

Neville Bhada, President

Bhada called the meeting to close at 11:23 a.m.

BOARD ATTENDANCE

Atlanta Magazine Custom Media – Jon Brasher
Tourism Skills Group – Neville Bhada
Clayton County CVB – Beth Bailey
Discover Dunwoody – Kim Franz
Atlanta CVB – Jo Ann Haden-Miller
Marietta Visitors Bureau – Amanda Sutter
ATL Cruisers – Stephen Chester
Johns Creek CVB – Shelby Marzen
Discover DeKalb – Mike Vescio
Henry County CVB – Laura Luker
Rhyme and Reason Design – Heather Daniel
Georgia Aquarium – Gabe Bidot