

AMTA General Membership Meeting Minutes
February 13, 2018
Fernbank Museum

CALL TO ORDER

Neville Nhada, President

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

WELCOME

Fernbank – Jaquill Jackson, Group Marketing Manager

PROGRAM

MINUTES

Kim Franz, AMTA Secretary

Approval of Dec. general membership meeting minutes

Motion to approve: Hayden Miller | Second: Bidot

COMMITTEE UPDATES

GDECD REPORT

Randi Greene, Georgia Tourism

Thank you for attending Tourism, Hospitality and Arts Day at the Capitol and Lunch and Learn. New director of Brand Strategy started at the end of January. Randi is now Brand Manager but will still be the AMTA rep.

CVB Marketing Partnership

Jo Ann Haden-Miller, Co-Chair

The committee met with the State to review the FY2019 opportunities and will be meeting with the CVBMP partners in the next few weeks to discuss further. FY18 Print and Digital placements are in place for the Spring season.

Governmental Affairs

Amanda Suiter, Chair

The General Assembly reconvened on Monday, Feb. 11 for legislative day 12. Here is a broad overview of a few updates to follow: **Georgia School Start Date** – After the committee’s review last fall/winter, we expect to see the school start date legislation to be seen in both the house and the senate over the next couple weeks. Recommendations included mandating that public schools start within seven to 10 days before the first Monday in September, with an end date on or around June 1. **Minimum Wage Increase /HB 116:** This bill is currently under construction with the goal to provide for an increase in the state’s minimum wage. This could impact many businesses and its employees within Georgia tourism industry. **HB 175** - This bill prohibits the display of monuments, memorials, plaques, markers, or memorabilia related to the Confederate States of America on public property except for museums and Civil War battlefields. This could play a role in the future of public park areas such as Stone Mountain Park and Memorial.

Public Relations, Social Media, Website

Kim Franz, Secretary (on behalf of Heather and Laura)

More updates will be coming soon. If you are a paying member and need access to the member portion of the site, please reach out to the PR committee for password access. Also, please send social media posts and images to visitmetroatlanta@gmail.com as the committee is actively looking for content for the year.

Meetings

Katie Ortiz, Co-Chair

Meeting topics and locations are booked for the entire year. April will be at the Strand in Marietta and will feature the Legislative Update with a panel discussion.

Membership

Gabe Bidot, Chair

Guests: Douglas County, Expedia Group. We've transitioned to iPads for a digital sign-in: one specifically for current members and one specifically for guests. We are looking at implementing a mentor program for new AMTA members to help play on the networking aspect of the organization.

NEW BUSINESS

Neville Bhada, President

OLD BUSINESS

Neville Bhada, President

ANNOUNCEMENTS

Dunwoody is excited to host the GACVB Winter Meeting next week! Please contact Kim with questions. GACVB Winter Meeting is requesting silent auction items. Please contact Collin Cash for details.

ACHIEVEMENTS

Katie Ortiz with Medieval Times was recognized by Explore Gwinnett as a Friend of Tourism.

Carrie Burns with Atlanta Movie tours was given a full page spread in Atlanta Magazine.

Victoria Hawkins welcomed a baby boy in January.

Collin Cash Douglas County hotel tax has increase allowing Collin to hire a new team member and car allowance.

Aisha with Henry County received year-long research back from Gray Research which will help guide their marketing efforts

Fernbank has an exhibit related to Culture.

ADJOURNMENT

Neville Bhada, President

Bhada called the meeting to close tours at 11:29 a.m.

MEMBERSHIP ATTENDANCE

| | |
|------------------------|----------------------------|
| Gabe Bidot | Georgia Aquarium |
| Collin cash | Douglas County |
| Katie Ortiz | Medieval Times |
| Mike Vescio | CVB |
| Courtney Spiess | Marietta Visitors Bureau |
| Shelby Marzen | Johns Creek CVB |
| Melanie Watson | Discover Dunwoody |
| Danielle Purdie | Roswell CVB |
| Kendall (Young) Bagley | Roswell CVB |
| Kim Franz | Discover Dunwoody |
| JaQuan JAckson | Fernbank Museum |
| Wesleigh Reaves | Marietta Visitors Bureau |
| Amy Metzler | Visit Sandy Springs |
| Sherry Jackman | City of Decatur |
| Linda Harris | City of Decatur |
| Lee Klaer | Lamplighter Tours |
| Christine Peters | Lamplighter Tours |
| Aisha White | Henry County CVB |
| Amanda Sutter | Marietta Visitors Bureau |
| Lisa Werneck | ATCOMM |
| Joseph Dabbs | Advance Travel and Tourism |
| Mallory Haynes | Marietta Visitors Bureau |
| Michelle Barton | Embassy Suites |
| Veon Mcham | Embassy Suites Perimeter |
| Diane Stone | Roswell CVB |
| Randi Greene | Georgia Tourism |
| Heather Daniel | Rhyme & Reason Design |
| Cheryl smith | Coweta County CVB |
| Sherri Scott | Zoo Atlanta |