

**AMTA General Membership Meeting Minutes**  
**April 3, 2019**  
**The Strand Theater**

**CALL TO ORDER**

*Heather Daniel, Vice President*

Daniel called the meeting to order at 10:10 a.m.

**WELCOME**

*The Strand Theater – Andy Gaines*

**INTRODUCTIONS**

**TREASURER**

*Beth Bailey, AMTA Treasurer*

Report is online. Questions can be directed toward any board member.

**MINUTES**

*Kim Franz, AMTA Secretary*

Approval of Feb. general membership meeting minutes

Motion to approve: Cash | Second: Bailey

**COMMITTEE UPDATES**

**CVB Marketing Partnership**

*Jo Ann Haden-Miller, Co-Chair*

The committee has executed a print placement with Southern Living, Meredith and Southbound. Looking into digital options (speaking with Trip Advisor). J. Rogers will be heading up the re-fresh of the brochure. Will be meeting with the committee before Memorial Day to discuss FY2020. Brochures are available for every AMTA member.

**Public Relations, Social Media, Website**

*Laura Luke, Chair*

Exciting new offerings: In the past we have had an ongoing presence with LRC. This year we will be keeping the top 4 evergreen blogs on the Travel Press Room but will not be creating new content. 365 Atlanta Traveler will be working with AMTA for a re-marketing campaign which will categorize AMTA members into 3 personas. All campaign content will be associated with the various categories and will be targeted toward readers who have interest in those areas. 365 Atlanta Traveler will also be doing a hands-on workshop for AMTA- tentative timeline of May.

**Meetings**

*Heather Daniel, AMTA VP (on behalf of Katie Ortiz, Meetings Chair)*

June's meeting will feature a panel of successes and failures from industry colleagues.

**Membership**

*Gabe Bidot, Chair*

We welcomed three guests today.

## **PROGRAM**

### **NEW BUSINESS**

*Heather Daniel, Vice President*

### **OLD BUSINESS**

*Heather Daniel, Vice President*

Amanda Suiter- Marietta Street Market now open! 15 or so restaurants are open and there is a dining guide available.

### **ANNOUNCEMENTS/ SUCCESSES**

Douglas Co- enhancing their social presence, please follow them on Social.

Villa Rica invites all members to come visit!

Discover Dekalb- Best niche marketing award for a GLBTQ marketing campaign!

Marietta Visitors Bureau has a new website and logo. Taste of Marietta is coming up, please come out!

Roswell CVB debuted a new logo will be launching a new website and collateral. New Sales position is available.

### **ADJOURNMENT**

*Heather Daniel, Vice President*

Daniel called the meeting to close tours at 11:24 a.m.

### **MEMBERSHIP ATTENDANCE**

Collin Cash	Douglas County Tourism
Evony Hammonds	Douglas County Tourism
Laura Luker	Henry County CVB
Daniel Deedy	Southern Pedaler
Danielle Purdie	Visit Roswell
Samantha Rosado	Douglasville CVB
Lisa werneck	Atcomm
Aisha White	Henry County CVB
Mike vescio	Discover Dekalb cvb
Matt Smith	Advance Travel & Tourism
Renee Areng	Brookhaven CVB, Inc.
Kendall Bagley	Roswell Convention and Visitors Bureau
Beth Bailey	Clayton Co CVB
Amanda sutter	Marietta Visitors Bureau

Diane Stone	Roswell CVB
Jennifer Cruce	Visit Sandy Springs
Cheryl Smith	Coweta County CVB
Kim Franz	Discover Dunwoody
Shelby Marzen	Johns Creek CVB
Mallory Haynes	Marietta Visitors Bureau
Brandy Hudgins	Atlanta Convention and Visitors Bureau
Caitlin Smith	Urban Enterprises
Samantha Marks	Visit Sandy Springs
Theresa Jenkins	Marietta Visitors Bureau
DeJa Hunt	Expedia Group
Lee Klaer	Lamplighter Tours
Judy Renfroe	Renfroe Hospitality Consulting
Jacque Wansley	The Coca-Cola Company WOCC
Lindsey Burruss	Cobb Travel & Tourism