

AMTA Board Meeting Minutes
May 1, 2019
Chattahoochee Nature Center

CALL TO ORDER

Neville Bhada, President

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

WELCOME

Jon Copsey, Chattahoochee Nature Center

Danielle Purdie, Visit Roswell

APPROVAL OF MINUTES

Kim Franz, Secretary

Motion to approve: Brasher | Second: Chester, Bidot

TREASURER'S REPORT

Beth Bailey, Treasurer

Bailey will post it online.

COMMITTEE UPDATES

CVBMP

Brittney Gray, GDEcD

There has been quite a bit of a transition. Brittney will sit on the board as Ex. Officio. The Tourism Product Manager program is no longer due to the fact that the regions were doing a great job marketing their destinations. The State has reallocated those TPMs to other needed areas within the State. Industry and Partner Relations Team- Cheryl Hargrove is the contact. Stay signed up for Peach Byte! There was an \$800K cut in the State's tourism budget and is a reason for a hold on the Co-Op placements. With Megan Hood on board, there is more Tourism control and drastic (GOOD) changes will be occurring in the publication content, design and quality. Georgia On My Mind Day is Friday in Saint Mary's. May be cancelled and rescheduled to later this Summer. Airport Visitor Information Center has been cut from the Airport due to the Airport needing additional space for retail. ACVB still has a presence in the Southside of the Airport.

Governmental Affairs

Amanda Sutter, Chair

We received some great updates at the Strand in April. The general consensus is that everyone is fighting for tax dollars. Visit Florida is solvent until September.

Meetings

Mike Vescio, Chair

Next general membership meeting will be at Alpharetta City Hall in June. We will be skipping the July Board Meeting.

Membership

Gabe Bidot, Chair

The committee is keeping up with membership payments and making sure new members are getting the AMTA information they need.

Public Relations, Social Media, Website

Laura Luker & Heather Daniel, Co-Chairs

September 26th will be the workshop with 365 Atlanta Traveler- first come first serve opportunity and will be a true hands-on workshop. The committee has decided on the themes for the re-targeting campaign content and there will 15 members in each category. Members will be asked to send a 100-word description and other needed details with a deadline of May 31.

CVBMP

Jo Ann Haden-Miller, Co-Chair

Working to secure advertising plan for the CMP, waiting on the State to determine their plans. Received a proposal from Trip Advisor. We hope to update the Top 100 brochure and host a meeting before Memorial Day.

NEW BUSINESS

Neville Bhada, President.

New Board term limits revision.
Motion to approve: Bidot | Second: Luker
Strategic Plan discussion.

OLD BUSINESS

Neville Bhada, President

None.

OLD BUSINESS

Neville Bhada, President

Shelby received her TMP from STS.

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
Discover Dunwoody – Kim Franz
Marietta Visitors Bureau – Amanda Sutter
ATL Cruisers – Stephen Chester
Johns Creek CVB – Shelby Marzen
Discover DeKalb – Mike Vescio
Henry County CVB – Laura Luker
GDEcD – Brittney Gray
Georgia Aquarium – Gabe Bidot