

**AMTA General Membership Meeting Minutes**  
**August 7, 2019**  
**Alpharetta City Hall**

**CALL TO ORDER**

*Kim Franz, AMTA Secretary*

Franz called the meeting to order at 10:04 a.m.

**WELCOME**

*Jennifer Johnson, Douglasville*

Dir. of Conference Center and Tourism Dept.

**INTRODUCTIONS**

**MINUTES**

*Kim Franz, AMTA Secretary*

Approval of June general membership meeting minutes.

Motion to approve: Brasher | Second: Bailey

**TREASURER**

*Beth Bailey, AMTA Treasurer*

Report is online.

**COMMITTEE UPDATES**

**Legislative Update**

*Amanda Sutter, Chair*

Currently not in session.

For a complete list of **signed** legislation, visit this link: <https://gov.georgia.gov/executive-action/legislation/signed-legislation>

For a complete list of **vetoed** legislation, visit this link: <https://gov.georgia.gov/executive-action/legislation/vetoed-legislation>

For a complete list of **executive orders** by Governor Kemp, visit this link: <https://gov.georgia.gov/executive-action/executive-orders>

**CVBMP**

*Jo Ann Hayden Miller, Chair*

**UPDATES:** CMP has a balance of **\$92,371.88** as of July 31, 2019.

- FY 2020 advertising planning and placement scheduling meeting is currently planned for the end of the month.
- Upcoming advertising commitment: October, 2019 full page/4-c ad in Southbound - \$3,300; creative - \$500. Theme - Metro Atlanta's food scene; Refresh 2018 ad (attached). **NEEDS:** Update with images from DMO's not featured. **NEED BY FRIDAY, AUGUST 9.** Showcasing your DMO's dining experience, the foodie favorites, places for culinary adventures, the yum part of the city. Cool restaurants, sweet desserts, etc.

- Top 100 Must Sees Brochure updates. New copy, New Images and New partners! Approximately 30K in stock now (**Note:** printed 200,000 in 2017 for approximately \$39K including creative); these brochures are used for: Magazine Leads and Metro Atlanta hotel racks, local and Georgia VICS. Upcoming expenses related to fulfillment August - December 2019: Approximately \$5000
- **Confirmed and paid CVB Partnership Members** – Alpharetta, Atlanta, ATL Airport District, Brookhaven, Clayton County, Cobb County, DeKalb County, Douglasville, Douglas County, Dunwoody, Gwinnett County, Henry County, Johns Creek, Marietta, Peachtree City, Roswell, Sandy Springs.

## Meetings

*Katie Ortiz, Chair*

October- College Football Hall of Fame, December- Medieval Times.

## Public Relations, Social Media, Website

*Laura Luker, Chair*

**SAVE THE DATE:** Marketing Workshop

- September 26 8AM-12PM
- Henry County Chamber / CVB Hudgins Room  
1709 Hwy 20 West, McDonough, GA 30253
- Right now, Facebook and Instagram are the social media darlings of the travel world, but their conversion numbers are bunk. PPC is not generating leads like it used to, and potential visitors are tiring from information overload. Learn two digital marketing techniques that capture visitors when they're interested, hold their attention, and convert views to overnight reservations with triple-digit success.

**365 Atlanta Traveler:** Thank you to everyone who submitted content for the 365 Atlanta Traveler re-messaging newsletters. Those have been deployed so check your analytics!

## Membership

*Gabe Bidot, Chair*

Welcome to our guests! Thanks to all members who brought guests.

## GDEcD/Tourism Update

*Brittany Grey, GDEcD*

**SAVE THE DATE:** Georgia Governor's Tourism Conference

- Sept 9<sup>th</sup> -11<sup>th</sup> at Great Wolf Lodge in LaGrange
- Registration is still open. Visit [www.georgiagtc.com](http://www.georgiagtc.com)
- This year, all conference attendees will receive a comprehensive Partner Opportunity Book. This will showcase all of our free & paid opportunities for the year so you can make plans to partner with us.

**New hires at our office:**

- Johanna D'LaRotta began as our Director of Global Market Development. Johanna is a 21 year veteran of Visit Orlando in international sales and marketing and we're excited for her to lead our global team. She began late June.

- Regan Young is our new Brand Manager on the Brand & Content Studio team. She comes to us from Nashville where she was the media planning director with Revive Health, an integrated marketing agency focused on healthcare. Prior to Nashville, Regan was the marketing and communications manager for the Jekyll Island Authority.
- We're hiring two content specialist positions for the Brand & Content Studio team. So, if you're a photographer/videographer or editorial writer, please check out [Georgia.org/careers](http://Georgia.org/careers).
- Mark your calendars for next year's Tourism Day at the Capitol! It will be Jan, 21 2021.

## PROGRAM

### NEW BUSINESS

*Shelby Marzen, Board Member*

Young Professionals Committee had their first meeting in July. Committee is working on a bullet list of benefits AMTA has to offer college students + Young Professionals, which we can use when reaching out to universities. We are also creating a list of universities and contacts with a tourism or hospitality program to reach out to about the student membership.

### OLD BUSINESS

*Kim Franz, AMTA Secretary*

None.

### ANNOUNCEMENTS/ SUCCESSES

*Kim Franz, AMTA Secretary*

- New Zoo Atlanta exhibit: African Savannah
- New ATL Movies tour: *Upside Down Tour* (Stranger Things)
- Expedia ATL team webinars are available for the public.
- Dragon Con involves a few members: ATL Movie Tours will make an appearance and GA Aquarium is the official Saturday party and costume contest.

### ADJOURNMENT

*Kim Franz, AMTA Secretary*

Franz called the meeting to close at 11:23pm.

### MEMBERSHIP ATTENDANCE

Adam Zappa	Advance Travel and Tourism	azappia@al.com
Mike vescio	Discover dekalb cvb	mike@discoverdekalb.com
Samantha Rosado	Douglasville CVB	rosados@douglasvillega.gov
Jennifer Johnson	Douglasville Conference Center	johnsonj@douglasvillega.gov
Kristen Tate	Douglasville CVB	tatek@douglasvillega.gov
Teresa Smith	Douglasville Conference Center	smitht@douglasvillega.gov

Jacquelyn	Advance Travel	jblackwell@al.com
Beth Bailey	Clayton County	beth@ccfilmtourism.com
Christine Peters	Lamplighter Tours	info@lamplightertours.net
Lee Klaer	Lamplighter Tours	info@lamplightertours.net
Evony	Douglas County Tourism	ehammonds@co.douglas.ga.com
Janna Szeto	Henry County Convention and Visitors Bureau	jszeto@visithenrycounty.com
Collin Cash	Douglas County Tourism	ccash@co.douglas.ga.com
Shannon Madden	Rhyme & Reason Design	shannon@rhymeandreason.com
Heather Daniel	R&R Design	heather@rhymeandreasondesign.com
Stacey	Inside Out Marketing	stacey@staceyruthsays.com
Amanda Sutter	Marietta Visitors Bureau & Welcome Center	amanda@visitmariettaga.com
Jon Brasher	Atlanta Magazine	jon@atlantamagazine.com
Whitney Agan	Collin Cash's Guest	whitney.agan@gmail.com
Tricia Vecchio	World of Coca-Cola	tvecchio@coca-cola.com
Shelby Marzen	Johns Creek CVB	smarzen@johnscreekcvb.com
Danielle Purdie	Visit Roswell	dpurdie@visitroswellga.com
Courtney Spiess	Marietta Visitors Bureau	courtney@visitmariettaga.com
Laura Luker	Henry County CVB	lluker@visithenrycountygeorgia.com
Lisa	ATCOMM Publishing	lhwerneck@bizjournals.com
Melanie Watson	Discover Dunwoody	mwalicia92@gmail.com
Aisha White	Henry County CVB	aisha.white@gmail.com
Wesleigh Reaves	Marietta Visitors Bureau	info@mariettasquare.com
Carrie Burns	Atlanta Movie Tours	carrie@atlantamovietours.com
Kim Franz	Discover Dunwoody	kim@discoverdunwoody.com
Esther Yi	Expedia Group	eyi@expediagroup.com
DeJa Hunt	Expedia Group	dehunt@expedia.com
Samantha Marks	Visit Sandy Springs	samantha.marks@sandyspringsga.org
Renee Areng	Explore Brookhaven	renee@arengs.com
Gabe Bidot	Georgia Aquarium	gbidot@georgiaaquarium.org
Elise Adkins	CNN Studio Tours	elise.adkins@turner.com
Madison Hanshaw	CNN Studio Tours	madison.hanshaw@turner.com
Jo Ann Haden-Miller	ACVB	jhadenmiller@atlanta.net