

AMTA General Membership Meeting Minutes
October 2, 2019
Chick-Fil-A College Football Hall of Fame

CALL TO ORDER

Neville Bhada, President

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

How to Work with Georgia State

Debby Cannon, Ph.D. - Director, GSU School of Hospitality Admin.

Cannon discussed workforce development and strategies to attract and retain students for internships and work opportunities in the Hospitality and Tourism industries. She discussed best practices for student employees include professional development and networking opportunities, mentorship programs, and certification options.

INTRODUCE MASTER OF CEREMONIES

Victoria Hawkins, Explore Gwinnett

Introduce Meeting Host

Kimberly Beaudin, Sr. VP Marketing & Sales - College Football Hall of Fame

Introduce Meeting Sponsor

Jo Ann Haden-Miller, Atlanta CVB

INTRODUCTIONS

MINUTES

Shelby Marzen, AMTA Board Member

Approval of July general membership meeting minutes.

Motion to approve: Jo Ann Haden-Miller | Second: Heather Daniel

COMMITTEE UPDATES

Explore Georgia

Brittney Grey, Explore Georgia

Explore Georgia released their new Partner Opportunities Book during the Georgia Governor's Tourism Conference in September at their inaugural Partner Program Overview meeting. Explore Georgia will offer matching grants of up to \$2,000 to currently designated RVICs to support marketing and promotional efforts. Visit MarketGeorgia.org to download the application and apply. The deadline for this round is October 18th.

CVB Marketing Partnership

Jo Ann Haden-Miller, Co-Chair

In process of updating "Top 100" brochure that markets entire region. Looking at new opportunities to market the region, especially online and digital programs.

Young Professionals

Shelby Marzen, Chair

Looking at marketing options to promote the benefits of AMTA student membership to Georgia universities. Lots of interest from membership in being involved in the Young Professionals Committee, resulting in good momentum for this group.

Meetings

Katie Ortiz, Chair

December Holiday Luncheon on December 4th 11am-1pm at Medieval Times in Lawrenceville, GA. Will be sending out links for purchasing tickets and information for charity members are invited to support at this year's event.

Governmental Affairs

Amanda Suiter, Chair

Hearing on Casino - This week there was a hearing on Casinos in Georgia. The terminology will be similar to "Destination Resorts" aka using words that do not include the word "casino" in the bill. Be prepared for a huge push from the casino conglomerates to bring gaming to Georgia in 2020. **Mandated Human Traffic** - Georgia Hotel & Lodging Association is proposing putting together a Mandated Human Trafficking program for all hotel employees. This program would help hotel staff to spot the warning signs. It is under review and details are being ironed out. **HB 4081 – Heartbeat Bill** - Yesterday, a federal judge temporarily blocked Georgia's heartbeat bill, pro-life legislation that would prohibit abortion after a fetal heartbeat can be detected. It was set to take effect on January 1, 2020. Many movie makers mentioned that would stop filming in Georgia if the bill was to take effect. **Roswell Curbing Crime** - The City of Roswell was looking at an ordinance to stop crime on lodging properties. They were proposing this for any hotel property with 100 rooms or more within the city limits of Roswell. Properties that had more than 40 calls from 911 from a hotel would be forced to hire a police officer at an annual cost of \$95,000. After several hotel professionals gave expert testimony, the proposal was deemed unconstitutional. **Metro Chamber Wants More Big Ticket Events** - Atlanta's metro Chamber is looking to bring more high-visibility events to Atlanta. They are seeking to bring in universal events like the World Cup to Atlanta – the chamber is looking for \$25 million to fund it. **Augusta CVB negotiating tax-collection agreement with Airbnb** - Augusta could become the model for other Georgia cities on working with short-term rental companies. In Augusta, where the Masters Tournament fills hotels and many private residences for one week a year, officials estimate they are losing up to \$200,000 a year in lost lodging taxes. The agreements are being worked out as we speak and an agreement will be announced by the end of the year. **Tourism Day at the Capitol** - Mark your calendars for next year's Tourism Day at the Capitol. It will be Tuesday, January 21 2020.

Membership

Gabe Bidot, Chair

Lots of first time attendees at today's meeting. Reminder for members to please sign-in on the iPads.

Public Relations, Social Media, Website

Laura Luker, Chair

Hosted first AMTA Sales and Marketing Workshop with 365 Atlanta Family on September 26th. Luker reported that the workshop was beneficial for attendees. Presentation slides will be sent out in the next member memo.

PROGRAM

Inclusive Travel

Amanda Sutter, Board Member - Moderator

Panelists:

Anthony Rivera, Vice President of Guest Experience and Hospitality, Georgia Aquarium

Samantha Hardwick, Account Manager, Black Bear Design

Josh Loebner, Director of Strategy, Designsensory

NEW BUSINESS

Neville Bhada, President

Presentation of 2020 AMTA Board Slate.

Approval: Cruce | Second: Suiter

OLD BUSINESS

ANNOUNCEMENTS/ SUCCESSES

GHLA is doing a golf tournament on October 25th - sponsorship and volunteer opportunities.

ADJOURNMENT

Victoria Hawkins, Explore Gwinnett

Hawkins called the meeting to close at 11:38 a.m.

MEMBERSHIP ATTENDANCE

Janna Szeto	Henry County Convention & Visitors Bureau
Laura Luker	Henry County CVB
TJ Jackson	Atlanta Convention & Visitors Bureau
Samantha Rosado	Douglasville CVB
Esther Yi	Expedia Group
Alex Fromson	Expedia Group
Ted Basco	Visit Roswell
Wayne Emerson	Advance Travel & Tourism
Shelby Marzen	Johns Creek CVB
Christine Peters	Lamplighter Tours
Jaquan Jackson	Fernbank
Lee Klaer	Lamplighter Tours
Danielle Purdie	Visit Roswell
Lisa Werneck	ATCOMM
Courtney Spiess	Marietta Visitors Bureau

Kymberli Roberts	Atlanta CVB
Kendall Bagley	Visit Roswell
Zack	Arabia Mountain National Heritage Area
Tricia vecchio	World of Cocoa-Cola
Elise Adkins	CNN Studio Tours
Madison Hanshaw	CNN Studio Tours
Evony Hammonds	Douglas County Tourism
Jennifer Cruce	Visit Sandy Springs
Amanda	Marietta visitors bureau
Jo Ann Haden-Miller	ACVB
Katie Ortiz	Medieval Times

GUEST ATTENDANCE

Chris Prioleau	Microtel Inn & Suites by Wyndham Atlanta	sales@microtelatlanta.com
Danny & Julie Thiets	Rockin Road Trip	info@rockinroadtrip.com
Cristy Lenz	Food Tours Atlanta	cristy@foodtoursatlanta.com
Alecia Zackery	ACVB	azackery@atlanta.net
Chelsea Pittman	ACVB	cpittman@atlanta.net
Cynthia Molotov	ACVB	cmokotoff@atlanta.net
Brittney Gray	Explore Georgia	bgray@georgia.org
Danielle Bouchard	Peachtree City CVB	danielle@visitpeachtreecity.com
Vicki	DK Shifflet and Associates	vallen@dkshifflet.com
Heather Daniel	R&R design	heather@rhymeandreasondesign.com
Samantha Marks	Visit Sandy Springs	samantha.marks@sandyspringsga.org
Kerala Blay-Miezah	KeeKee's Ice Cream	keekeesicecream@gmail.com
Lindsey Coleman	Ghosts of Marietta LLC	tours@ghostsofmarietta.com
Jacque Blackwell	Advance Travel	jblackwell@gmail.com