

AMTA Board Meeting Minutes

March 4, 2020

Gate City

CALL TO ORDER

Neville Bhada, President

Bhada called the meeting to order at 9:59 a.m.

WELCOME

Grier Donald, Gate City

APPROVAL OF MINUTES

Kim Franz, Secretary

Motion to approve: Blackwell | Second: Purdie

TREASURER'S REPORT

Amanda Suiter, Treasurer

General membership and CVBMP are now separate accounts. Report is online.

COMMITTEE UPDATES

Young Professionals

Shelby Marzen, Chair

8 committee members. Subcommittees: University Outreach for opportunities and classroom discussions, Scholarship Opportunities (up to three scholarships for \$500. Raise money through fundraising) to go toward something related to the Hospitality and Tourism field, Networking Events (engage YP through social events- under 35) and would like to consider members outside of ATL.

Public Relations, Social Media, Website

Laura Luker, Chair

365 Atlanta Traveler- would like to continue this email program (typically about 14 partners per email are included, 3 email sent themed with *Outdoor, Kids and ATL Local*) and will change out the content for 2020. \$5k investment. LRC press room continuation (photos and 4 pieces of blog content). \$500 investment. The committee would like to also do another workshop. Samantha Marks will be leading this initiative. Motion to approve: Brasher | Second: Franz

Meetings

Purdie, Chair

April membership meeting will be at the new Theater on the Square (Marietta).

Membership

Gabe Bidot, Chair

Will be reaching out to members who need to renew once invoices are determined.

CVBMP

Jo Ann Haden-Miller, Chair

Looking to print the Top 100 Must Sees. \$20K in the budget after the re-print and will be looking at advertising options. Need a partner for the CVBMPs committee leadership.

GDEcD

Brittney Gray, GDEcD

Busy with Coronavirus and will be receiving talking points about travel to GA. Leading people to CDC for information and searching for hand sanitizer. International Travel has been halted for the time being. Domestic travel has continued. Keep up with the Peach Byte.

Open tourism positions: Dep Commissioner. Division Director. Director of Global Sales.

RVIC returns in April – Douglasville. Georgia Tourism Conference will return in September – Lake Lanier. GA On My Mind Days start Friday, March 6.

NEW BUSINESS

Neville Bhada, President

Bi-Laws: create a bi-laws committee to update the current AMTA bi-laws.

Neville Bhada, President

Strategic Plan discussion

OLD BUSINESS

Neville Bhada, President

None.

ANNOUNCEMENTS

ASO Designer Showcase running Feb 29-March 22

Tourism Program Coordinator Position opening at Welcome Center Douglasville

ADJOURNMENT

Neville Bhada, President

Bhada called the meeting to close at 11:42 a.m.

BOARD ATTENDANCE

Atlanta Magazine Custom Media – Jon Brasher
Tourism Skills Group – Neville Bhada
Discover Dunwoody – Kim Franz
Marietta Visitors Bureau – Amanda Sutter
Visit Roswell – Danielle Purdie
Johns Creek CVB – Shelby Marzen
Advance Travel and Tourism – Jacquelyn Blackwell
Henry County CVB – Laura Luker
Rhyme and Reason Design – Heather Daniel
Douglasville CVB – Samantha Rosado