

AMTA Board Meeting Minutes

May 6, 2020

ZOOM

CALL TO ORDER

Neville Bhada, President

Bhada called the meeting to order at 10:15 a.m.

APPROVAL OF MINUTES

Kim Franz, Secretary

Motion to approve: Daniel | Second: Purdie

TREASURER'S REPORT

Amanda Suiter, Treasurer

Report is online.

COMMITTEE UPDATES

Young Professionals

Shelby Marzen, Chair

Efforts on pause, committee met pre-COVID. Application is drafted and will be ready for board approval. Also looking into hosting an event. This is Shelby's last board meeting, looking into co-chairs for this committee.

Public Relations, Social Media, Website

Laura Luker, Chair

The 365 program is still in discussion and will resume planning post-COVID-19.

Meetings

Purdie, Chair

Brookhaven was scheduled to host the August meeting however we are hoping to have Brookhaven host June instead due to closures. Have also reached out to Booth Western Museum for an evening gathering for July.

CVBMP

Jo Ann Haden-Miller, Chair

Top 100 Must Sees have been printed, waiting on CTM media business status for distribution as well as the VIC operational status. Due to budget cuts, CVBMP will not be invoicing partners this year. Will be using existing funds to manage the partnership.

GDEcD

Brittney Gray, GDEcD

National Travel and Tourism Week is happening! Look for the partner videos. Consumer videos will be coming out this week. 14% statewide budget cut (\$1.64 MM from tourism, GDECD \$5 MM) Open tourism positions: Dep Commissioner. Recovery plan in process from the state, big piece of this puzzle will be re-opening the VICS (timeline TBD).

NEW BUSINESS

Neville Bhada, President

CVB board position vacant and needs to be filled. Vote conducted.

June Meeting will be via ZOOM .

OLD BUSINESS

Neville Bhada, President

None.

ANNOUNCEMENTS

Laura Luker- New brand and website launched!

ADJOURNMENT

Neville Bhada, President

Bhada called the meeting to close at 10:50 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
Henry County CVB – Laura Luker
Rhyme and Reason Design – Heather Daniel
Douglasville CVB – Samantha Rosado
Georgia Aquarium – Gabe Bidot
GDECD – Brittney Gray
Atlanta CVB – JoAnne Hayden Miller
Explore Gwinnett – Victoria Hawkins