

AMTA Membership Meeting Minutes
August 5, 2020
Brookhaven, Facebook Live and ZOOM

CALL TO ORDER

Neville Bhada, President

Bhada called the meeting to order at 10:00 a.m.

WELCOME

Renée Areng, Executive Director Explore Brookhaven

PROGRAM

- Bram Gallagher, Economist/Senior Research Analyst, CBRE Hotels
- William Pate, President & CEO, Atlanta Convention and Visitors Bureau
Jim Sprouse, Executive Director, Georgia Hotel & Lodging
- John Salazar, Ph.D. UGA Group Business Study, University of Georgia
- Jay Markwalter, Executive Director, Georgia Association of Convention and Visitors Bureaus

COMMITTEE REPORTS

Samantha Rosados, Meetings Co-Chair

TREASURER'S REPORT

- Full report is on the AMTA website.
- July 2020 Financials: Annual Statement of Financial Position July 31, 2020 ending balance of \$67,890.54:
 - Membership balance is \$27,173.79
 - CMP balance is \$40,716.75
- General Membership: No Activity in July 2020
- This month we will pay out CMP Grant checks and a \$942.13 paid to Panaprint for "Top 100 Must Sees" brochure freight cost

Public Relations, Social Media, Website

- PR committee has renewed its partnerships with both Laurie Rowe Communications and 365 Atlanta Traveler.
- For the LRC partnership, the blogs they wrote for us will remain on the travel press room for the duration of the contract in order to increase our PR and SEO value.
- We are renewing our email campaign with 365 Atlanta Traveler for 2020/2021 and Members of our committee will be reaching out later in the coming months to update content and imagery. The newsletters will hopefully be updated and go live in the fall. Also, in light of current events, 365 has extended all current contracts for an additional two months at no extra cost. The emails centered around Kids, Outdoors and ATL local events – these campaigns are based upon top keyword searches for our area in order to increase our SEO value as well as capture audiences already engaged and ready to travel.
- As always, please send us any Instagram photos you would like featured on our channel.

Membership

- We're currently sitting at 43 registered and active member organizations which is still strong!
- The monthly membership newsletter continues to showcase Membership Spotlights. Please reach out to Gabe Bidot for inclusion.

Meetings

- There is a poll on Zoom for people to complete about their comfort of an in-person meeting in October and that it will also be sent out in the Member Newsletter.
- The October meeting is at the Chattahoochee Nature Center on October 7th – this could potentially be hybrid as well.
- I would like to address the change of date for the December meeting and that as a committee we are trying to do what's best to accommodate all. Dates for the rest of our 2020 meetings are always listed in the Member Memo. We will reach out to members should anything change regarding dates or locations.

CVBMP

- After ensuring that our bills are paid, plus keeping the necessary funds available to continue distributing our newly printed **Top 100 Must Sees** guide **through mid-year 2021**,
- The CVP partnership recommended that:
 - During these difficult times, using the remaining dollars in our CVBMP account as marketing grants for our partners' use in 2020 would be worthwhile and **much needed**.
 - The good news was that **\$1500 was available to grant to each CVB partner**
 - There are (17) CVBs who participate in this partnership.
 - The Partnership membership plans to convene in early 2021 to discuss the future.

GDEcD

- **Professional Development opportunities:** Explore Georgia Industry Webinars are hosted the second Tuesday of every month. August 11th is a two-part series on crisis communications, followed by September's with "becoming more Group Tour Ready" and October's topic of Google Analytics. More information and to register for these free webinars can be found on the Tourism Industry Portal. industry.exploregeorgia.org/
- **Brand and Content Studio's new marketing campaign:** We just launched "Explore Your Georgia," an integrated marketing campaign targeted to residents of Georgia. The campaign's goal is to capture Georgians who are actively planning travel and inspire them to stay in-state for their trip. The campaign is a test to evaluate the effectiveness of travel advertising and the receptiveness of the audience during this time. The campaign is 100% digital allowing us to quickly pivot.
- **May/June research is available:** Explore Georgia continues to track the latest research and trends and share them in the COVID-19 Dashboard. Here you will find the latest statistics for the state's tourism industry and insights into visitor engagement with our brand. The latest edition for May and June is available now on the Tourism Industry Portal.
- **6 Visitor Information Center have reopened.** The reopening test came first for Augusta and West Point and were very successful. This week we are reopening the VICs in Lavonia, Ringgold, Tallapoosa, and Columbus. These VICs are following the most up to date public health guidelines from the Governor's office and Georgia Dept. of Public Health. As we test and adjust how best to operate the VICs safely and effectively for staff and guests, and in accordance with the Governor's orders, we plan to continue to open the VICs in phases.
- **Governor's Office & Dept. of Public Health "I'm In" campaign:** We encourage you to join the Georgia Safety Promise, for residents/tourists and businesses. Nearly 1,000 businesses around the state have signed on to help make potential travelers feel safe in our state. www.georgia.org/GeorgiaSafetyPromise for more information and to take the promise and gather materials for your business.
- A **PeachByte newsletter** containing more details on many of these items will be coming to your inbox later this week and look out for more updates in the coming weeks on the Georgia Tourism Summit in September. Reach out to Sarah Anne Rhodes with any questions, or issues accessing the Tourism Industry Portal as that continues to be the hub for these mentioned resources.

NEW BUSINESS

Neville Bhada, President

None.

OLD BUSINESS

Neville Bhada, President

None.

ADJOURNMENT

Neville Bhada, President

Bhada called the meeting to close at 11:28 a.m.

TOTAL ATTENDANCE-

- Facebook Live – Amanda Sutter and Jon Brasher
- Zoom – Sharon DuPont, Sarah Anne Steadman Rhodes, Sherry Jackman, Bree Kitchens, Danielle Purdie, Evony Hammonds, Gabe Bidot, Jennifer Cruce, Jo Ann-Haden Miller, Kim Franz, Lisa and Rhyme & Reason
- In-Person – Clara Rooks, Haleigh Stealner, Terrence Gary, Damion Word, Cindy Bailey, Aisha White, Keesla Miezah, Camryn Lupushak, Elizabeth Young, Kendall Bagwell, Lizbeth Rangel, Jehan Williams, Wayne Emerson, Courtney Speiss, Joni Duet, Neville Bhada, Samantha Rosado, Laura Luker, Renee Areng, Jaquelyn Blackwell, Victoria Hawkins, Heather Blanchard
- Speakers – William Pate, Bram Gallagher, Jim Sprouse, John Salazar, Jay Markwalter