

**AMTA Board Meeting Minutes**  
**September 9, 2020**  
**ZOOM**

**CALL TO ORDER + WELCOME**

*Neville Bhada, President*

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

**APPROVAL OF MINUTES**

- Motion to approve- Brasher | Second- Daniel

**TREASURER'S REPORT**

- Full report is on the AMTA website.
  - Approval- Luker | Second- Blackwell

**Public Relations, Social Media, Website**

*Laura Luker*

- Sent a request for renewing and editing 365 listings in the latest member memo.
- The LRC listings are older and need updated/additional content added. Contact ends at the end of September and the committee would like it updated before renewing.
- Reminder will be going out in the next newsletter.

**Membership & Young Professionals**

*Gabe Bidot*

- Total membership count (organizations registered) is around 43 members. The drop off has been roughly 20 or so members this year, many of the memberships lost have been single members.
- No update for YP.

**Meetings**

*Samantha Rosado*

- October meeting at the Chattahoochee Nature Center in Roswell. This meeting will be a hybrid of virtual and in-person attendance.
  - Potential topic: digital marketing on a limited budget.
- December meeting at Georgia Aquarium. Determining the set up and program.

**CVBMP**

*Neville Bhada (on behalf of Jo Ann Haden-Miller)*

- CVBMP provided \$1500.00 from the CVB partnership funds to each of the CVB partners who have "applied." Each will be using these dollars to supplement its own marketing programs. The balance of the dollars in the CVB account will cover the cost of storing, distributing, shipping and fulfilling the Top 100 Must See Brochures – at least through June 2021. There are no meetings planned for the CVB Partnership until early 2021.

**GDEcD**

*Sarah Anne Steadman Rhodes*

- Summit speaker replays are available through Peach Byte. 8 of 9 VICs have opened. Tourism Product Development grant open until December. Virtual conferences occurring each month, reach out to Sarah Anne regarding replays of these webinars. Marketing has shown to be a positive impact and the tourism traction continues to improve.

### NEW BUSINESS

- Heather Daniel, Vice President: Board Retreat: November 12, 9-5. The retreat will be a one-day meeting and will be a hybrid of virtual and in-person of board members and committee members. The first half of this retreat will be a virtual official board training and will be held at ACVB. The workshop will be 3-4 hours. Meeting will take place following the workshop.
- Neville Bhada, President: Bi-Laws edits and discussion.

### OLD BUSINESS

None

### ANNOUNCEMENTS

None

### ADJOURNMENT

*Neville Bhada, President*

Bhada called the meeting to close at 11:36 a.m.

**TOTAL ATTENDANCE- 12**

