

**AMTA Board Meeting Minutes**  
**January 13, 2021**  
**ZOOM**

**CALL TO ORDER + WELCOME**

*Heather Daniel, President*

Daniel called the meeting to order at 10:05 a.m.

**APPROVAL OF MINUTES**

- Motion to approve- Bhada | Second- Haden-Miller

**TREASURER'S REPORT**

- Full report is on the AMTA website.

**Membership & Young Professionals**

*Gabe Bidot & Aisha White*

- Two new members to the Membership Committee – Jo Ann and Aisha.
- Young Professionals – Working with Educators to see what resources AMTA can provide to their students/within their classrooms. Conversation pursued about YP using the AMTA e-mail account.

**Public Relations, Social Media, Website**

*Jacquelyn Blackwell*

- Will not be renewing with 365, but is still considering working with LRC.
- Two possible Committee members – Samantha Marks and Courtney Spiess.
- Potentially creating a LinkedIn account and revamping Instagram. LinkedIn to help build AMTA as an association – will focus on being a networking group for the Association.
- Adding additional content to the Newsletters.
- Focus more on Business to Business vs. Business to Consumer.
- Potentially sending Calendar invites to the entire membership for all meetings.
- Additional new initiatives discussed – Newsletter Sponsorships, Coffee Breaks?
- Adding new Blogs to the website. However, the website focus may be a Year 2 initiative.
- Conversation ensued regarding thoughts on the new PR initiatives. Advise membership of the new PR initiatives, as specific items have been outlined as member benefits.

**Meetings**

*Danielle Purdie*

- Next Membership Meeting is on February 3<sup>rd</sup> and will be virtual. Panel is focusing on Outdoor Recreation, to include: Walt Ray, Chattahoochee Riverlands Project; Zach Loehle, Arabia Mountain and Wild Heaven Brewery.

**GDEcD**

*Sarah Anne Steadman Rhodes*

- Tourism Day at the Capitol has been cancelled but may be rescheduled.
- 2021 Georgia Travel Guides will be printed soon, continue to use the 2020 Guides.
- Second Tuesday Webinars are still happening – yesterday was focused on Pinterest (this meeting recording will not be posted, due to Pinterest rules). Next month will focus on Agritourism | Cultural Heritage. Future months will include Media, Eco-Tourism | Sustainability and International Travel updates.
- All VICs are fully-stocked up – continue to send them any brochures or rack cards.

- Check the Tourism Industry Portal regarding updated research.

#### **NEW BUSINESS**

- Made a motion to appoint Victoria as the new DMO on the Executive Committee. She was appointed.
- Membership Meeting discussion pursued. It was decided to forego food & beverage at meetings until further notice. The cost of meetings was discussed – it was decided to initially ask to comp the space and if that's not a viable option to bring the cost to the Board for approval. Hybrid meetings were also discussed – February's Membership Meeting will be virtual and the other Membership Meetings will be decided on a case by case basis.
- Finance Committee suggestions were requested. Lizbeth from Brookhaven was suggested by Kendall in an earlier discussion.

#### **OLD BUSINESS**

- Tiered membership options were discussed and will be further deliberated on prior to invoicing members for 2022.

#### **ANNOUNCEMENTS**

- Congratulations Evony Hammond for being named the Executive Director for Douglas County Travel & Tourism.
- Samantha Rosado announced the Tourism Program Coordinator position opening for the Douglasville Convention and Visitors Bureau. The job posting will be open until Friday, January 15<sup>th</sup>.






















#### **ADJOURNMENT**

*Heather Daniel, President*

Daniel called the meeting to close at 11:24 a.m.

**TOTAL ATTENDANCE- 11**

Participants (11)

Find a participant		
AT	AMTA Treasurer (Me)	 
	Heather Daniel (Host)	 
JB	Jacquelyn Blackwell	 
JA	Jo Ann Haden-Miller	 
N	Neville	 
VH	Victoria Hawkins	 
A	AWhite	 
DP	Danielle Purdie	 
GB	Gabriel Bidot	 
K	kimberlyfranz	 
SA	Sarah Anne Rhodes	