

**AMTA Board Meeting Minutes**  
**May 5, 2021**  
**Zoom**

**CALL TO ORDER + WELCOME**

*Heather Daniel, President*

Daniel called the meeting to order at 10:09 AM

**APPROVAL OF MINUTES**

*Evony Hammonds, Secretary*

- AMTA Board Meeting March 3, 2021 - Motion to approve Jacquelyn Blackwell | Second- Aisha White
- AMTA Membership Meeting April 7, 2021 – Motion to approve Danielle Purdie | Second Jacquelyn Blackwell

**TREASURER'S REPORT**

*Samantha Rosado, Treasurer*

- The full report is on the AMTA website. \$25,976.96/checking and \$6,418.62/CMP
- AMTA is still receiving membership dues are still coming in. Outstanding memberships; Foxhall Resort, Doubletree hotel Northlake, and Medieval Times.

**COMMITTEE REPORTS**

**Membership**

- Lindsey Wilkes has express interest in taking over as chair without being a board member. Details are being work out.

**Young Professionals**

*Aisha White*

- UGA event was very successful. The Young Professionals committee spoke with Juniors and seniors studying hospitality. Many of the students have followed up and connected on LinkedIn.

**Public Relations, Social Media, Website**

*Jacquelyn Blackwell*

- The first Virtual Coffee break is on Friday, May 7, 2021, at 10:00 AM.
- Please share AMTA's LinkedIn information <https://www.linkedin.com/company/atlanta-metro-travel-association/>
- If anyone has a topic suggestion for the next Virtual Coffee Break, please contact Jacquelyn Blackwell or Victoria Hawkins. The next meeting will be in September.

**Meetings**

*Danielle Purdie*

- The next membership meeting is on June 2, 2021, at Pine Mountain Gold Museum in Villa Rica.
- Topic: Successful community projects/collaborations. Chris Doane/Newnan Rock & Road Festival is confirmed as a panelist.

**Explore Georgia**

*Nija Torrence*

- Explore Georgia unveiled the new travel guide on Monday, May 3, 2021.
- Recovery Marketing Grant deadline is May 15, 2021.
- Northstar Marketing Recovery Co-op will open on May 24, and the deadline is June 15, 2021.

## NEW BUSINESS

- Meetings Committee recommends transitioning to in-person meetings and no longer offering hybrid teleconference meetings. There will still be a video link posted on Vimeo. However, the video quality won't be the same as previous teleconference meetings.
- Meetings Committee created a new checklist for planning/organizing AMTA meetings. The committee will begin sharing responsibilities for each meeting rather than relying on one member to manage/plan independently.
- Clayton County declined to host October's AMTA meeting. Sandy Springs and Peachtree City have been asked to host. If you have any suggestions for October's meeting location, please contact Heather Daniel or Danielle Purdie.
- AMTA has a vacancy on the board. According to the Bylaws, 11 voting members are needed, and GACVB is not a voting member. The board expressed interested in having an attraction member added. Bree Kitchens (Zoo Kitchens), Samantha Marks (Visit Sandy Springs), DeAnn Fordham (Chattahoochee Nature Center). Bree Kitchens was voted in as the newest AMTA Board Member.

## OLD BUSINESS

- N/A

## ANNOUNCEMENTS

- Please register for GACVB Conference if you have not.

## ADJOURNMENT

*Heather Daniel, President*

Daniel called the meeting to close at 10:42 AM.

## TOTAL ATTENDANCE- 10

Participants (10)

- EH** Evony Hammonds (Me)
- HD** Heather Daniel (Host)
- AT** AMTA Treasurer (Co-host)
- JA** Jo Ann Haden-Miller - Atlanta, GA
- A** AWhite
- DP** Danielle Purdie
- NB** Neville Bhada
- NT** Nija Torrence
- SR** Samantha Rosado
- VH** Victoria Hawkins

Respectfully submitted by Evony Hammonds, Board Secretary