

AMTA Board Meeting Minutes
October 6, 2021
City Springs

CALL TO ORDER + WELCOME

Heather Daniel, President

Daniel called the meeting to order at 10:08 AM

APPROVAL OF MINUTES

Evony Hammonds, Secretary

- AMTA Membership Meeting August 4, 2021 - Motion to approve Jon Brasher | Second - Danielle Purdie

TREASURER'S REPORT

Samantha Rosado, Treasurer

- The full report is on the AMTA website.
- Membership balance: \$23,433.83 / CMP balance: \$6,393.62 / Total balance: \$29,433.83

COMMITTEE REPORTS

Membership

Lindsey Wilkes

- New AMTA member – Forsyth County.
- If anyone is interested in joining the membership committee, please reach to Lindsey.

Young Professionals

Courtney Spiess

- The committee is in discussion with the KSU Hospitality Department to continue outreach.
- There will be a committee meeting within the month.
- If anyone is interested in joining the membership committee, please reach out to Courtney.

Public Relations

Jacquelyn Blackwell

- The next virtual Coffee & Convo is scheduled for October 22, 2021, at 10:00 AM. The topic will be TikTok in Tourism. Details to come in the next AMTA Newsletter.
- If anyone is interested in joining the membership committee, please reach out to Jacquelyn.

Meetings

Danielle Purdie

- The AMTA holiday luncheon is scheduled for December 8th at Zoo Atlanta. Details to come in the next AMTA Newsletter. Please be sure to sign up early as there will be a strict deadline.
- If anyone is interested in joining the membership committee, please reach out to Danielle.

Explore Georgia

Heather Daniel

- The deadline for applications for the federal coronavirus relief fund is October 31, 2021.
- There are still Co-op Marketing opportunities available.
- Any holiday activities for your area will need to be turned into Nija Torrence ASAP.

NEW BUSINESS

- Please sign up for the AMTA holiday Luncheon as soon as information is available in the next newsletter.

OLD BUSINESS

- N/A

ANNOUNCEMENTS

- Heather Daniel - There is an open AMTA board seat for 2022. Applicants should contact Heather Daniel.
- Laura Luker/Visit Henry County - Aisha White has accepted another position and is no longer with Henry County. If interested, there is a Social Media/Digital Marketing position opening. Please contact Laura Luker.
- Cindy Bailey/ 365 Degree Total Marketing – VIC video program has been extended to May 1, 2022.
- Jacquelyn Blackwell/Advance Travel & Tourism – There are open marketing positions with Advance Travel & Tourism in North Carolina and South Carolina. If interested, contact Jacquelyn Blackwell.
- Sharon Dupont/Visit Villa Rica – Pine Mountain Gold Museum is having its annual Ghost Train event through the end of October. If interested, visit <http://www.pinemountaingoldmuseum.com/>
- Pam Kruseck /Illuminarium – WILD Safari is happening now. Winter land will be launching around Thanksgiving.
- Samantha Rosado/Douglasville CVB – The *Stranger Things* Block Party will be on November 6, 2021, from 6 PM – 11 PM.

ADJOURNMENT

Heather Daniel, President

Daniel called the meeting to close at 11:19 AM.

TOTAL ATTENDANCE- 26

Heather Daniel
Kim Franz
Jo Ann Haden-Miller
Samantha Rosado
Danielle Purdie
Evony Hammonds
Neville Bhada
Renée Areng
Paton Powers
Jon Brasher
Bree Kitchens
Mason Jordan
Abby Smith
Sharon Dupont
Pam Kruseck
Courtney Spiess
Karen Bremer
Lindsey Wilkes
Wayne Emerson
Lisa Werneck
Julie Minear
Ray Ezelle
Cindy Bailey
Billy Cramer
Fredrico Castellucci
Nate Armstrong