

AMTA Board Meeting Minutes
January 5, 2022
Zoom

CALL TO ORDER + WELCOME

Heather Daniel, President 10:03 AM

APPROVAL OF MINUTES

Evony Hammonds, Secretary

AMTA Board Meeting November 4, 2021 –

Motion to Approve: Jo Ann Haden-Miller | Second: Kim Franz

TREASURER'S REPORT

Heather Daniel, President

Motion to Approve: Jacquelyn Blackwell | Second: Lindsey Wilkes

- The full report is on the AMTA website.
- \$23,427.25 Membership Balance
- \$1,048.28 CMP Balance
- 15 Outstanding membership dues. Reminder emails went out on 1/4/2022.
- Accounts are being moved from SunTrust to Truist bank.

COMMITTEE REPORTS

Membership

Lindsey Wilkes

- Thank you letters to non-member holiday luncheon attendees have been emails with info on upcoming meetings.
- Reaching out to non-members in hopes of garnering additional members.
- A request of board members to send any attractions sales contact info they may have to Lindsey.
- Welcome committee emails/outreach has begun.

Young Professionals

- Courtney Speiss will be the head of this committee. Additional details to come in the next meeting.

Communications - Public Relations, Social Media, Website

Jacquelyn Blackwell

- Committee meeting to happen during the week of Jan 9th.
- Coming up this year:
 - Content calendar for LinkedIn and FB.
 - Clara will take over newsletters.
 - Jackie will create a B2B budget
 - Coffee and Conversations calendar. 2 – 3 meetings to be created in 2022. If you have any topic suggestions, please contact Jacquelyn.

Meetings

Danielle Purdie

- Next meeting is on Feb. 9th. Location National Center for Civil and Human Rights. JoAnn will work with Danielle on catering
- February Membership Meeting Panel Suggestions:
 - JoAnn – ACVB - DEI taskforce member
 - STS – Travel Unity
 - Athens CVB – DEI Hannah Smith
 - Dr. Bryant T. Marks – National Training Institute on Race and Equality
 - Someone from National Center for Civil and Human Rights

Explore Georgia

Nija Torrence

- N/A

CVBMP

Jo Ann Haden-Miller

- Stay tuned for details on distribution on Top 100 Must Visits.

NEW BUSINESS

- Upcoming meeting dates/locations: April's meeting is moving to Wednesday, April 13th, to avoid spring break.
- New Programs Committee Member Interest:
 - Samantha M.
 - Victoria
 - Amanda Dyson
- Victoria Hawkins has rolled off the Executive Board.
Motion to Approve Danielle Purdie as the DMO Executive Board Member:
JoAnn Haden-Miller / Kim Franz
- Let Heather know if you are willing to take leadership on some of the initiatives listed from the retreat.

OLD BUSINESS

N/A

ANNOUNCEMENTS

N/A

ADJOURNMENT

Heather Daniel, President

Daniel called the meeting to close at 10:55 AM.

TOTAL ATTENDANCE- 9

Heather Daniel

Kim Franz

Jo Ann Haden-Miller

Danielle Purdie

Jacquelyn Blackwell

Evony Hammonds

Samantha Marks

Samantha Rosado

Neville Bhada