

AMTA Board Meeting Minutes
May 4, 2022
Zoom

CALL TO ORDER + WELCOME

Heather Daniel, President 10:01 am

APPROVAL OF MINUTES

Evony Hammonds, Secretary

AMTA Board Meeting March 2, 2022 –

Motion to Approve: Danielle Purdie | Second: Kim Franz

TREASURER'S REPORT

Samantha Rosado, Treasurer

- The full report will be updated by the meeting board meeting on the AMTA website.
- \$25,082.05 Membership Balance (estimate)
- \$1,909.96 CMP Balance (estimate)
- \$26,992.01 Total Balance (estimate)

COMMITTEE REPORTS

Membership

Lindsey Wilkes

-No new information

Young Professionals

Zack Loehle

-Committee will meet sometime after June's AMTA meeting.

Communications - Public Relations, Social Media, Website

Jacquelyn Blackwell

-Coffee & Conversation scheduled for May 20th @ 10 am ET

-Next newsletter will go out sometime during the week of May 8th.

Meetings

Danielle Purdie

-The June AMTA Membership Meeting will now be held at SeaQuest at Stonecrest Mall.

-Committee reached out to Fernbank (August) and Six Flags (October) for upcoming meeting locations.

As of now, no response from either location.

-If anyone has location suggestions, please get in touch with Danielle Purdie.

Programs

Samantha Marks

-June AMTA Membership Meeting topic: Jacquie/Advanced Travel & Tourism will present Marketing Case Study

-August/October AMTA Membership Meeting topics: Social Media and Research are a few possible ideas. Please be on the lookout for top suggestions via email soon.

Explore Georgia

Nija Torrence

-No new programming updates.

CVBMP

Jo Ann Haden-Miller

-Focus is on the delivery of Top 100 brochures. Be on the lookout for a signup list if your DMO needs brochures. You can pick them up at the June meeting.

NEW BUSINESS

N/A

OLD BUSINESS

N/A

ANNOUNCEMENTS

-Douglasville CVB has a new Tourism Program Manager. Please be sure to meet/greet her at the June meeting.

ADJOURNMENT

Heather Daniel, President

Daniel called the meeting to close at 10:34 am.

TOTAL ATTENDANCE- 10

Heather Daniel

Kim Franz

Jo Ann Haden-Miller

Danielle Purdie

Jacquelyn Blackwell

Evony Hammonds

Samantha Marks

Samantha Rosado

Zack Loehle

Nija Torrence