

Atlanta Metro Travel Association
Board Retreat
Amicalola Falls
November 13-14, 2006

Gordon Price called the Board Meeting to order. He welcomed new Board Members: Bryan Hardman, Cricket Elliott & Barbara Mullen. The minutes were approved as read.

Dotty Etris, Treasurer, presented the financials. Collin Cash moved to accept, Barbara Daniell seconded and the motion passed. Dotty reported that the Association has received its 501C6 designation and should have a tax rebate coming for last year and the estimated taxes paid for this year.

Membership Report: Jon Brasher & Collin Cash reported on our new members: Mike Vescio of Global Management Investments & Art Shultz of Sandy Springs Tourism. Jon recommended that we email the membership form for our membership dues renewal instead of invoicing. These will be emailed next week.

Marketing Committee – Diane Stone

Diane reported on the projects each of her subcommittees had done this year. In addition, Diane oversaw production of the AMTA Visitor Guide and attended New Discoveries for the Association.

Partnerships & Promotions – Beth Bailey reported on the Great American Road Show and the Motorcoach Blitz.

Website – Barbara Daniell reported the website was working smoothly. It was suggested that we come up with a campaign to drive people to the website.

Co-op Advertising – Theresa Jenkins reported that the research would be done the end of January. It was decided to have Judy Randall at our February 7 meeting to report on the research. The Press Trip is scheduled for April 9-13. Previous trip resulted in \$235,262. media value.

Old Business

It was moved to table the By-laws revision until the planning session. Jon reported on the Holiday Luncheon and requested items for the silent auction.

New Business

The cost of attending the Board retreat was discussed. Collin Cash moved and Beth Bailey seconded that the association should pay the cost of the Board Retreat. The motion passed.

The Board meeting was adjourned to go into the Board Planning Session.

Janet Rodgers, incoming President, presided at the planning session.

The AMTA Visitor Guide was discussed. Timing was an issue. Also, distribution was discussed. It was brought up whether we should distribute them at the VIC's or continue

with distribution with Brochure Displays or both. The contract with Great Southern Publishers was discussed. Hopefully the research will determine if format will change. We are in the last year of a three-year contract.

It was suggested that we put the visitor guide on the website and add a page-turner. This could be built into the price of the ads for next year.

Public Relations – Michelle Lawrence will work on a customized media list. It was suggested that press releases be posted on the website. We would like to have a press release about the research project. Also, Georgia Media Showcase was discussed. When we have details, the Board will decide who should attend as AMTA’s representatives.

Shows and Sales – Beth Bailey reported that the Committee will meet in January, but definitive plans will not be made until after we get the research. They are planning on 2 blitzes, which will concentrate on the I-75 & I-85 corridors (leave Sunday and come back either Wednesday or Thursday). They plan to develop sample itineraries, which will go in the front of the book, to be distributed to the operators.

Treasurer – Gordon Price stated that his goal is to make the treasurer’s report as usable as possible. He asked for the budget estimates from the committee chairmen.

Secretary – Collin will establish a minute records book. The Sunshine Fund will also be the responsibility of the secretary.

Membership, Meetings & Programs – Bryan Hardman reported that most of the meeting locations had been lined up.

The General Meetings will be:

February 7	Stone Mountain	AMTA Research
April 18	Medieval Times	Topic TBD
June 6	Underground	Transportation Panel
August 1	Chattahoochee Nature Ctr	Topic TBD
October 3	World of Coke	Topic TBD
December 5	Cobb/Marietta TBD	Holiday Luncheon

The Board Meetings will be:

January 10	Douglasville
March 7	Cobb CVB – TBD
May 2	Marietta – TBD
July 11	Clayton Co. – Farmers’ Market
September 19	Alpharetta – TBD
November	Board Retreat – TBD

The committee will tweak the membership form to reflect the corporate parent company. The Board also discussed the membership dues structure, but decided not to change anything at this time.

Collin Cash moved to return to the regular board meeting, Barbara Daniell seconded and the motion passed.

Beth Bailey moved to approve and send the bylaws to the general membership for approval. Michelle Lawrence seconded. The motion passed. Beth also moved to adjourn from the regular board meeting, Barbara Daniell seconded and the motion passed and the board resumed the planning session.

Jon Brasher asked for donations to the Silent Auction. Proceeds will benefit Pam Todd's Children's Education Fund and the Chattahoochee Nature Center.

There being no further business, the meeting was adjourned.

Respectfully submitted,
Theresa Jenkins, Secretary