

Atlanta Metro Travel Association Board Meeting Minutes

May 6, 2009

Submitted by Jon Brasher/Secretary

Location: Cobb CVB office

In Attendance: Jenkins, Brasher, Price, Haden-Miller, Renfroe, Bailey, Spears, Baggarly, Wigley, Rogers, Wigley, Harwell, Boisjolie

Meeting called to order at 10:00am

Welcome by Jenkins and Harwell

Approval of March board meeting minutes-Motion Renfroe, second Bailey, All approved

Treasurer's report provided by Gordon Price

Reviewed Coop ad billing

Motion to approve report-Brasher, 2nd Miller, all approved

GDEcD-no report

Possible new procedures for Coop discussion

Coop Report: Haden- Miller

AMTA Atlanta.net promotion in full swing

Visit www.atlanta.net/amta

To date ½ million impressions

AMTA fulfillment from website and coop being handles by Holly McKinley our association executive. hollymckinley@comcast.net

Abbey advised that Johns Creek and Lawrenceville were both being approached about joining coop.

PR/Member Memo-report given by Spears

5/18-22 Travel Writers fam covering Clayton, Coweta, Atlanta, Sandy Springs, DeKalb and Gwinnett

50 people have signed up for AMTA Quarterly online newsletter. Developing topics that members can send in info to provide content.

Website: no report

Group discussion of adding events calendar to website

Sales: report given by Bailey and Boisjolie

Creating online coupons for individuals and groups. Person can print coupons. Committee sending email blast to membership soliciting participation. Free to participate.

AMTA Tour operator Fam:

June 2-9-5 ppl-Clayton, Morrow, Henry, McDonough, Coweta,
December Atlanta, Douglasville, Marietta, Villa Rica, Cobb

August: DeKalb, Gwinnett, Alpharetta, Roswell

Membership: Brandi Wigley

No new members since last meeting. Several new members pending

Upcoming Meetings:

June 3-General National Archives

August 5th-General Six Flags

Holly McKinley has been hired as our association executive.

Meeting adjourned at noon