

ATLANTA METRO TRAVEL ASSOCIATION
Board Meeting
July 8, 2009
Flying Biscuit Café, Sandy Springs

MINUTES

PRESENT

Members:

Jon Brasher, Morris Visitor Publications
Brandi W. Wigley, Atlanta History Center
Janet Rodgers, Alpharetta CVB
Kym Hughes, Sandy Springs Hospitality & Tourism
Diane Stone, Projects Plus
Brittney Gray, GDEcD
Jacquie Wansley, World of Coca-Cola
Abbey Harwell, Cobb CVB
Theresa Jenkins, Marietta CVB
Judy Renfroe, Renfroe Hospitality Consulting
Gordon Price, Brochure Displays
JoAnn Haden Miller, Atlanta CVB
Staff: Holly McKinley

Absent:

Beth Bailey, Clayton Co. CVB
Megan Spears, Clayton Co. CVB
Jonathon Boisjolie, High Museum
Tray Baggarly, Coweta County CVB

- I. **Call to Order.** Theresa Jenkins called the meeting to order at 10:00 AM and thanked Jon Brasher, Morris Visitor Publications, for hosting.
- II. **Welcome.** Jon Brasher welcomed everyone to The Flying Biscuit.
- III. **Approval of Minutes.** Someone moved to approve the June Minutes, as posted on the AMTA website. The motion was seconded and carried. The May minutes need to be posted.
- IV. **Treasurer's Report.** Gordon Price distributed the Treasurer's Report. An admin charge of 10% will be placed on the Co-op fee. Judy Renfroe moved to accept the report. Janet Rodgers seconded.
- V. **GDEcD Regional Rep Report.** Brittney Gray reported that the budget has been cut 25%. The new fiscal year started July 1. The Co-op program is changing (deadline August 15). Travel Media Marketplace RFP in fall. Governor's Conference being planned.
- VI. **Committee Reports.**

- a. **Co-op Advertising. Atlanta.net:** Shifted strategy to generate leads (3500 YTD) and build database. Sending e-newsletter. Planning Spring Press Trip.
 - b. **Public Relations/Member Memo.** Megan Spears encouraged everyone to sign up for the AMTA Consumer newsletter (space can be purchased). AMTA's Twitter account is up and running. Constant Contact: \$125/year; \$5 a month additional photos; additional \$5 archiving. Janet made a motion to add photos; Judy Renfroe seconded.
 - c. **Website.** Holly needs leads from website.
 - d. **Sales.** Coupon sheet posted on web (try to capture e-mail addresses). Tour Operator Fam Tour: 1 participant
 - e. **Membership.** Updating membership directory on site.
 - f. **Governmental Affairs.** Governor's Conference being planned. Kym will call to set date for Theresa, Gordon, Judy, and Kym to meet with Charlie and Kevin.
 - g. **Meetings and Programs.** Diane Stone reported that the August 5 meeting will be at Six Flags Training Center with panel. September Board meeting will be in Alpharetta. Board Retreat will be Nov. 4 from 9-5 at Simpsonwood for Board members, incoming Board members, and committee chairs.
- VII. **New Business.**
- a. Sponsorship of Regional Rep to attend Governor's Conference (\$300): agreed
 - b. Sponsorship of Gas Card at Regional Motorcoach Associations (\$500): not agreed
 - c. Jeff Mills' Board position: will put on hold until the next Nominating Committee convenes.
- VIII. **Old Business.** 100,000 brochures printed 9/17/08. Reprint?
- IX. **Announcements.**
- X. **Adjournment.** The meeting adjourned at 11:40.