

ATLANTA METRO TRAVEL ASSOCIATION
General Membership Meeting
August 5, 2009
Six Flags Over Georgia Training Facility

MINUTES

PRESENT

Members:

Brandi W. Wigley, Atlanta History Ctr
Beth Bailey, Clayton Co. CVB
Megan Spears, Clayton Co. CVB
Collin Cash, Six Flags
Diane Stone, Projects Plus
Andy Uhlig, ITI Marketing
Deborah Heddendorf, Great Southern Publishers
Barbara Mullin, US South Hospitality
Jennifer Cruce, Inside CNN Tour
Brawner Alcorn, Inside CNN Studio Tour
Candice Cocco, Alpharetta CVB
Robyn Young, Villa Rica CVB
Barbara Daniell, Villa Rica CVB
Brandon Clark, Stone Mountain Park
Doreen Scascitelli, Render Ad
Brittney Gray, GDEcD
Jonathon Boisjolie, High Museum
Lee Klaer., Lamplighter Tours
Steven Himelstein, Buca di Beppo
Gordon Price, Brochure Displays
Jacquie Wansley, Word of Coca-Cola
Abbey Harwell, Cobb CVB
Theresa Jenkins, Marietta CVB
Jodi O'Gara, High Museum
Debbie Vobril, Alpharetta CVB
Lisa Werneck, ATCOMM
Judy Renfroe, Renfroe Hospitality Consulting
Amanda Roberson, Hard Rock Café
Robert Patton, Gwinnett CVB
Pam Mayer, Coweta County CVB
Tray Baggaly, Coweta County CVB
Randi Miles, Douglasville CVB
Kimberly Weaver, Douglasville CVB
Tony Lawson, Alliance Theatre
Newt Collinson, Collinson Publishing
Ryan Tuttle, Collinson Publishing
JoAnn Haden Miller, Atlanta CVB

Angela Ules, Hampton Inn & Suites Atlanta

Guests:

Hope Levy, Ink Publishing (AirTran In-Flight)

Matt Melgan, Fairfield Inn & Suites Vinings

Staff: Holly McKinley

- I. Theresa Jenkins called the meeting to order at 10:00 AM.
- II. Collin Cash Smith welcomed everyone to Six Flags Over GA, and introduced Marc Gran, Regional Sales Manager. Marc noted that attendance at the park has been strong; the staff friendly, efficient; and won an award for cleanliness. The park's 50th anniversary is in 2011.
- III. Approval of Minutes. Judy Renfroe moved to approve the June Minutes, as posted on the AMTA website. Beth Bailey seconded and the motion carried.
- IV. Treasurer's Report. Gordon Price distributed the Treasurer's Report, and noted that the Board is doing a great job of keeping the association in good shape.
- V. GDEcD Regional Rep Report. Brittney Gray reported that she is available to help members with their co-op applications.
- VI. **Committee Reports.**
 - a. **Co-op Advertising.** Abbey Harwell announced that the committee is developing a plan for 2010/2011, which includes limited print and website development, and continuing press fairs. 3200 people have opted in for the newsletter. They estimate that the fee per partner will be \$4000 plus \$400 administrative.
 - b. **Membership.** Brandi Wigley introduced Kimberly Weaver, Alliance Theater, Hard Rock (CHECK). Those present introduced themselves and their affiliations.
 - c. **Public Relations/Member Memo.** Megan Spears is seeking new people to serve on this committee, including someone to maintain AMTA's twitter and myspace or facebook accounts. The next AMTA consumer newsletter is going out next week, featuring fall festivals, hot deals, What's New, best places to shop for the holidays, corn mazes, pumpkin patches, and hay rides. To sign up for the newsletter, go to the website.
 - d. **Website.** Barbara Daniell had no report.
 - e. **Sales.** Beth Bailey reported that coupons can be placed on the AMTA website. The pdf can be printed out and given to groups (reunion and wedding planners).
 - f. **Governmental Affairs.** Judy Renfroe and Kym Hughes reported that the Governor's Conference is being planned and TDAG will be involved. Members are encouraged to invite their representatives.

- g. **Meetings and Programs.** Diane Stone reported that the September Board meeting will be in Alpharetta. She is looking for a venue for the October General which will have room for a panel of 3-4 speakers.
- VII. **New Business.** Theresa Jenkins has appointed a Nominating Committee, which is seeking suggestions for new Board members. The slate will be voted on at the Holiday Luncheon.
- VIII. **Old Business.** None.
- IX. **Announcements.**
 - a. Norma Creety has been hospitalized with bacterial meningitis.
 - b. Collin Cash: STS needs items for baskets for Atlanta in September www.southeasttourism.org
 - c. Andy Uhlig, Georgia Mobile Travel Guide: building Mobile site to roll out at Governor's Conference.
 - d. Deborah, Great Southern Publishers: film industry informational pages for your websites.
 - e. Hope Levy, AirTran Inflight Magazine: offering a free web banner and special pricing.
 - f. Theresa Jenkins: Fridays 6-9 Marietta Square
 - g. Kym Hughes: GACVB needs Silent Auction items
 - h. Ryan Tuttle joined Collinson Publishing.
- X. **Program.** "Meet the Pros" Diane Stone introduced Jonathon Boisjolie, High Museum; Brittney Gray, GDEcD; Theresa Jenkins, Marietta Welcome Center & Visitors Bureau; Robert Patton, Gwinnett CVB
- XI. **Adjournment.** The meeting adjourned at 11:45.

The next AMTA meeting: October 7, 2009 (location TBA)