

**AMTA General Meeting
April 18, 2007
Medieval Times
Dinner & Tournament at Discover Mills**

LaTosha Francisco welcomed everyone to the Medieval Times. Ms. Francisco and General Manager John Speier provided all AMTA members a tour Medieval Times, including a behind the scenes look of the facility.

Meeting called to order by President Janet Rodges. The February meeting minutes were approved unanimously, following a motion from Gary Greenhut and a second by Ann Giles.

COMMITTEES:

Sales - Beth Bailey reported only 4 more AMTA days left for VIC visits. The 'unbreakable' combs with the website address have been a very popular give away item. There are still open seats for the AMTA sales blitz (May 6) and anyone interested should see Barbara Mullins.

AMTA Guide: Heidi Watts - This year the guide will also be available online and include each advertiser's website link. Sales of advertising is available until the end of the month.

Co-op: Theresa Jenkins - New AMTA 100 Must See's 411 is hot off the presses. Last week the Press Trip was completed and she has already received high remarks from the travel writers. The co-op grant application process has been completed and the results will be received the 1st of July. There is plan to overhaul the website to match the Top 100 411 brochure.

GDEcD

Brittney Warnock - anyone interested in the Travel Media Marketplace see Beth Bailey. She also introduced Nerissa Serrano.

Nerissa Serrano -

-She gave a description of the organization structure, and how funding is acquired.

-Currently co-op publication negotiations are in progress, with 114 applications received of this week. Next week it will be determined which regions and entities sent in co-op applications. May 31st is the deadline to apply for funding.

-The Dream Pass program was launched during the Master's and 3,400 have signed up for passes. For more information or if a golf course in your area would like to participate - ga.dreampass.org. There are several more tiers to this program with attractions being the next tier.

-A strategy to provide more presence in the Jackson Hartsville International Airport - there have been meetings to get Atlanta information into the airport,

currently they have tables in the security areas, Dream Pass kiosk, hourly commercials on the CNN programs and in the future plan commercials on the plasma TV's to be installed during the baggage renovations.

-I-95 Pilot Program is a program aimed to stop travelers to stop in GA through technology, cell phones, pod casts, etc. Hopefully travelers will make GA a destination instead of just passing through. May 9 & 10 there will be a technology conference with speakers informing attendees how to use technology for travel, pod casts, blogs, geocaching, etc. For more information ga.org/foundation.

Next Meeting: Underground Atlanta info and directions will be sent with AMTA memo.

Janet Rodgers led the self-introductions, with a few members making announcements.

Performance and meal provided by Medieval Times.

After the performance LaTosha Francisco and Lord Chancellor (Chuck) answered questions for the AMTA members.

Meeting Adjourned.

Jennifer Wilson for Collin Cash- Secretary