

Atlanta Metro Travel Association
Board of Directors Meeting
May 2, 2007
Minutes

Those attending: Collin Cash, Janet Rodgers, Theresa Jenkins Gordon Price, Diane Stone, Beth Bailey, Michelle Lawrence, Cricket Elliott. Visitor: Linda Mosley, Great Southern Publishers.

President Janet Rodgers called the meeting to order. Theresa Jenkins introduced the owner of the Marlow House who gave a brief description of the facility (www.marlowhouse.com). March Board minutes were reviewed and amended to correct spelling. Cricket Elliott moved to approve the minutes as corrected. Beth Bailey seconded and the motion passed.

Gordon Price gave the Treasurer's Report. Beth Bailey made a motion to accept the report and Diane Stone seconded. The motion passed.

Visitors Guide- Linda Mosley presented two cover designs and the red was preferred. There was discussion on adding the date to the cover and changing the nature shot. After Linda read a list of advertisers Collin Cash made a motion that the Co-op Committee secure funds (approximately \$3500) to purchase the back cover and feature the "Top 100 Must Sees". Theresa Jenkins seconded and the motion passed. It was agreed to leave distribution of the guide the same. Diane Stone announced that following the June 6 general membership meeting at Underground, there will be a lunch meeting to proof the guide.

Co-op- Theresa reported that there has been good feedback on the press trip from the writers and that Melanie Napier will be collecting the survey soon. There was discussion on doing two separate press trips the next time we plan one so that the writers won't be overwhelmed. Theresa reported that we are still getting stories from the 2005 press trip. She also reported that she has sent in the GDEcD Co-op grant application and we should hear the results no sooner than July 1. The Co-op committee has decided to follow the suggestions of Judy Randall and do more advertising in Southern Living. There was discussion on the distribution of the "Must See" brochure. Co-op partners with VICS will receive a case along with the state VICS identified as Atlanta gateways, and we will send some to AAA offices in Birmingham, Tampa, Nashville and Charlotte. Gordon will ship.

Website- in the absence of Barbara Daniell, Theresa reported that the Co-op committee had a productive meeting with the Webmaster and the site will be updated to mirror the design of the "Must See" brochure. There was discussion about adding a separate button for minutes and Collin will follow up.

PR- Michelle Lawrence reported that Beth Bailey and Diane Stone will attend Travel Media Marketplace and our profile sheet is done. She will keep it on file for updates. Leads will be posted on the website for all members since this is not a co-op committee project. Michelle also asked for suggestions for the program at the next meeting since she is the host at Underground. A Downtown (Atlanta) Update was suggested and Michelle will follow up.

Sales- Beth Bailey reported that Cricket Elliott and Candice CoCo are in charge of the state VIC days and gave an update on the upcoming Blitz. There will also be a blitz planned for late summer/early fall, probably much farther away.

Membership- Diane Stone handed out the updated membership list she was commissioned to work on. The entire board complimented her efforts

Other Discussion Items- Janet Rodgers recommended Judy Renfroe to take the board position recently vacated by Bryan Hardman. After a second by Beth Bailey, the motion passed.

Janet opened up discussion on an AMTA Administrative Assistant and recommended that Diane Stone be considered. There was discussion about scope of duties and source of funds to pay the position. It was agreed that Diane would be asked to put together a proposal and meet with the Executive Committee who will then make a report back to the Board.

Meeting adjourned.

Respectfully submitted-
Collin Cash, Secretary