

**April 9, 2008**  
**Atlanta Zoo**  
**AMTA General Membership Meeting**

Vice-President Theresa Jenkins called the meeting to order and called on Jo Ann Haden-Miller of the ACVB (Co-sponsor of the meeting). Jo Ann introduced Marcus Margerum, Marketing & Sales for Zoo Atlanta to welcome the group.

Minutes from the February 2008 meeting were then approved unanimously following a motion from Judy Renfroe and a second from Collin Cash.

After self-introductions, Jo Ann Haden-Miller introduced Ron Fennel with the Georgia Capitol Association to discuss some legislative issues by the General Assembly regarding tourism.

**Committee Updates:**

**Beth Bailey – Sales Committee Chair:** 4 AMTA partners attended the Military shows representing AMTA. There will be a Visitor Center staff FAM for the north metro area May 13-15. The south metro FAM will be held sometime in the fall.

Barbara Mullin and Jonathan Boisjolie discussed the AMTA Motorcoach Blitz. The tour will take place starting on Sunday, June 8<sup>th</sup> and wrapping up late on Wednesday, June 11<sup>th</sup>. Kentucky, Indiana & West Virginia have been designated as stops on the tour. The cost will remain \$500 plus hotel and food. An email will go out next week for sign up.

**Collin Cash – Public Relations Co-Chair:** Information on National Tourism Week was emailed from Brittney. If you are doing anything in your area to support N.T.W. please email Victoria Jones. A press release will be sent out with AMTA participation information.

**Co-op: Collin Cash** reported that the co-op partners have done an Atlanta Metro Hot Pix postcard. This was mailed to approx. 4000 in the surrounding area drive markets. This directs them to the AMTA website and allows them to enter a sweepstakes drawing which will be held June 15<sup>th</sup>.

**Co-op: Theresa Jenkins, Co-op Chair:** FY09 grant has been submitted. We will continue our Top 100 theme. Major focus is Atlanta.net and the press trip.

**Membership Committee:** Judy Renfroe reported for Diane Stone that 4 new members have come on board. Center for Puppetry Arts, Georgia Tourist Guide, Atlanta Botanical Gardens and City Pass. A drawing for \$100 was done for those responsible for bringing in a new member, and Jon Brasher won. Every AMTA member is eligible for the drawing by bringing a new member into AMTA.

**GDEcD Update:** Regional Rep Brittney Gray spoke on Travel Media Market Place. Victoria Jones and Collin Cash will represent AMTA for this event. Exploregeorgia.org is the new consumer tourism site. They are no longer using marketgeorgia.org. You will use the new website to update any of your tourism information. In the next few weeks information will be

sent out for a webinar/meeting which will offer an instructional forum to go over the new website. The Tourism Product Development Grant is \$100,000 this year. This is to enhance your tourism product. This is not the same as the Marketing Development Grant. The deadline for applications is June 2<sup>nd</sup>. GDEcD will provide the AMTA brochures at all of the finish lines for the Tour de Georgia. Also needed are items for gift baskets that are being made to represent the different Georgia regions. If you have hotel stays, attraction passes, etc. that you can donate for the baskets, please email Brittney. National Tourism Week is May 10-18. The theme this year is "Discover Great American Traditions".

Jonathan Boisjolie announced that the June 4th meeting will be held at the High Museum of Art.

### **New Business:**

Collin Cash introduced a new opportunity for AMTA. This is not part of the co-op program, but participating partners would have an opportunity to participate w/ Clear Channel on some Braves radio network commercial spots. Email Collin with your interest.

Judy Renfroe of the Cobb CVB is looking to bring down the President of S.Y.T.A. (Student Youth Travel Association) in June for a lunch meeting & seminar.

- **Announcements/Sunshine Fund highlights:**
- Chuck Corley - Marketing Director for the Georgia Tourist Guide is a new member. Georgiatouristguide.com is the new website for travel ideas and information in Georgia.
- Jo Ann Haden-Miller announced that beginning in mid-November, the King Tut exhibit will be at the Atlanta Civic Center through May of 2009. China's Terra-cotta Warriors and Horses will be coming to Atlanta's High Museum of Art in November 2008 and remain through April of 2009.
- Taste of Marietta will be held April 27<sup>th</sup> on the square in Marietta.
- Cassandra Buckalew announced the Historic Trolley Company will be providing tours in Marietta and distributed brochures of the sites that the trolley will cover. They will also provide a shuttle to the Braves game once a month.
- Collin Cash announced that June 6 & 7, 2008 Douglasville will host the Hydrangea Festival. They will also be opening a gift shop in the Douglasville CVB office complex.
- Russell Wheeler of the Atlanta Symphony announced their season at the new Verizon Wireless Amphitheater in Alpharetta will begin May 10<sup>th</sup>.

Meeting Adjourned