

June 4, 2008
High Museum of Art
AMTA General Membership Meeting

President Janet Rodgers called the meeting to order. Jonathan Boisjolie with the High Museum of Art welcomed everyone to the meeting. Jonathan gave a brief overview of the exhibits on display at the museum. Jonathan introduced Jennifer Smith of the Woodruff Arts Center's Special Events department, who welcomed everyone and thanked them for attending.

After self introductions, the minutes from the April 2008 meeting were approved unanimously following a motion from Judy Renfro and a second from Theresa Jenkins.

Committee Updates:

Diane Stone – Membership Committee: Diane reported that the membership drive is to bring 40 new members to AMTA. To date, there are 7 new members. She announced that a drawing is being held for anyone who brings in a new member, and \$100 will be awarded at the next general meeting for the winner of that drawing. Theresa Jenkins won for April by bringing on Southern Living Magazine as a new member.

A special rate of \$100.00 is being offered for the remainder of 2008 to join AMTA. This pro-rated offer is only good through the end of the year. The normal rate is \$195.00 so this is a tremendous savings for new members. Chuck Corley, Marketing Director of the Georgia Tourist Guide is a new Membership Committee member.

Judy Renfro – Governmental Affairs: The 2008 Legislative Session has ended. Judy announced that anyone who has concerns, questions or comments regarding the hospitality & tourism industry should contact her directly. She will then pass this information on to Joy Walstrum with TDAG to get your concerns in front of the legislators. TDAG is the Tourism Development Alliance of Georgia, and is a great investment of only \$500.00/year membership fee.

Theresa Jenkins, Co-op Chair: FY09 Grant has been applied for and Theresa expects to hear back from the state in July. The FY08 Co-op piece is the Top 100 Brochure. Theresa reported that the board decided the Top 100 would be the main fulfillment piece for AMTA and will have a special emphasis to drive people to the website. Theresa also asked that the co-op partners proof their information ASAP and get any changes to Collin. The cost to be a co-op partner is \$6500 and is currently comprised of CVB's only; however everyone is encouraged to join. Atlanta.net will be the new co-op initiative to take place. Theresa reiterated that the press trip will be held in the spring and the fall. As a final note, the board will attend a Strategy Planning Meeting on July 17th & 18th. A location has not yet been determined.

GDEcD Update: Regional Rep Brittney Gray announced that the Travel Media Market Place, which was held in May in Augusta, was a success. Victoria Jones represented AMTA and did a fantastic job. The leads from this show have been posted to the website. Exploregeorgia.org is

live, and to please let her know of anything you want to be on the site. Kudos to Jeff Mills for sending this information to all of his Dekalb hotels, as it was well received. The Product Development Grant had a great turnout and will go out again for another opportunity. The Techno Tourism E-Challenge Grant has a July 31st deadline to apply. You must have attended the seminar in order to qualify for the grant. GDEcD is holding a Group Tour Boot Camp in Macon on June 19th & 20th. Leaders from around the state will discuss new ideas and what is working for them. June 13th is the deadline to sign up. The seminar is FREE, and you are only responsible for your food and hotel stay if you choose to overnight in Macon. The Governors Conference will be held in Albany this year. The dates are September 10-12, 2008. You can go to the marketgeorgia.org website to sign up.

Jon Brasher announced the winners of the STS Scholarship Fund. The money raised from the holiday luncheon's silent auction was awarded to Randi Miles of the Douglasville CVB and Victoria Jones of the Gwinnett CVB. Each will receive \$425.00 towards registration for the STS Marketing College in July.

Jonathan Boisjolie then introduced the guest speaker for the meeting, Julian Cox. Julian is the curator of Photography at the High Museum, who gave us a sneak preview of the "Road to Freedom" and "After 1968" exhibits currently on display at the museum. The exhibits will run June 7 – October 5, 2008.

Announcements

Judy Renfroe announced a SYTA (Student Youth Travel Association) seminar to be held at the Waverly hotel on June 16th. Please contact Judy for details and to sign up. The cost is \$35 per person.

The next general meeting will be held August 6th, at the CNN Center.

Meeting Adjourned