

Atlanta Metro Travel Association
General Membership Meeting
February 3, 2010
Chattahoochee Nature Center

MINUTES

Present:

Janet Rodgers, Alpharetta CVB
Lisa Werneck, ATCOMM Publishing
JoAnn Haden-Miller, Atlanta CVB
Brandi Wigley, Atlanta History Center
Cherie Neal, Atlanta Marriott Buckhead
Gordon Price, Brochure Displays
Abbey Harwell, Cobb CVB
Beth Bailey, Clayton County CVB
Katie Brenckle, CVB of Dunwoody
Kim Weaver, Douglasville CVB
Randi Miles, Douglasville CVB
Dennis Kemp, Georgia Aquarium
Brittney Warnock Gray, Georgia Department of Economic Development
Gillian Hanes, Great Southern Publishers
Dotty Etris, Historic Roswell CVB
Marsha Saum, Historic Roswell CVB
Barbara Mullin, Holiday Inn Historic Roswell
Lee Klaer, Lamplighter Tours of Atlanta
Rebekah Cline, Lawrenceville Tourism & Trade Association
Theresa Jenkins, Marietta Welcome Center & Visitors Bureau
Gina Riffey, McDonough Hospitality and Tourism
Diane Stone, Projects Plus
Judy Renfroe, Renfroe Hospitality Consulting
Kym Hughes, Sandy Springs Hospitality & Tourism
Brandon Clark, Stone Mountain Park
Elise Alls, Underground Atlanta
Jon Brasher, Where Publishing
Jacquie Wansley, World of Coca-Cola

Staff: Holly McKinley

- I. **Call to Order.** Theresa Jenkins called the meeting to order at 10:05 AM, thanked Sandy Springs for organizing the meeting and providing refreshments, and introduced Ann Bergstrom, Chattahoochee Nature Center.

- II. **Welcome.** Ann Bergstrom welcomed everyone to the Chattahoochee Nature Center and gave an overview.
- III. **Approval of December Minutes.** The approval was tabled, pending posting on the website.
- IV. **Treasurer's Report.** Gordon Price distributed the Treasurer's Report, noting that there is money in the bank and the bills are paid. There were no questions.
- V. **GDEcD Regional Rep Report.** Brittney Gray reported:
 - a. Travel Media Marketplace will take place in Coweta. Two reps from AMTA, in addition to Brittney, may attend. The Post Fam will be hosted by Atlanta Metro and GA Mountains.
 - b. The 2010 state travel guide is being distributed.
 - c. The state is interviewing for International Marketing.
 - d. Blurbs are needed for the regional page at exploregeorgia.org.
 - e. Subscribe to Peach Byte e-newsletter.
 - f. To receive Tourism's Economic Impact cards, contact Brittney.
- VI. **Committee Reports. In lieu of reports,** committee plans will be discussed during the program.
- VII. **Program:** "AMTA 101." Diane Stone gave an overview of Tourism and explained AMTA's role. Beth Bailey discussed how to get involved in AMTA. The Program of Work was presented. This presentation will be posted on www.visitmetroatlanta.com
- VIII. **New Business.** There was no new business to discuss.
- IX. **Old Business.** There was no old business for discussion.
- X. **Announcements.** In addition to miscellaneous events, it was announced that Dick Flint passed away.
- XI. **Adjournment.** There being no further business, the meeting adjourned at 11:17 AM. The next General meeting is April 7, 2010 at Andretti Karting, and will include the Allied Member Showcase.