

Atlanta Metro Travel Association
 General Membership Meeting
June 2, 2010
 Underground Atlanta

MINUTES

In attendance:

Members:

- Janet Rodgers, Alpharetta CVB
- Debbie Voboril, Alpharetta CVB
- Pamela Todd, American Express
- Lisa Werneck, ATCOMM Publishing
- JoAnn Haden-Miller, Atlanta CVB
- Tara Spann, Atlanta CVB
- Brandi Wigley, Atlanta History Center
- Gary Greenhut, Atlanta's DeKalb CVB
- Gordon Price, Brochure Displays/Digital Press
- Beth Bailey, Clayton County CVB
- Katie Brenckle, CVB of Dunwoody
- Trey Baggarly, Coweta County CVB
- Pam Mayer, Coweta County CVB
- Brittney Warnock Gray, GDEcD
- Michelle Barton, Hilton Suites
- Collin Cash, Historic Marietta Trolley Company
- Lee Klaer, Lamplighter Tours of Atlanta
- Rebekah Cline, Lawrenceville CVB
- Theresa Jenkins, Marietta Welcome Center & Visitors Bureau
- Judy Renfro, Marietta Welcome Center & Visitors Bureau
- Mary Camburn, Peachtree City Tourism Association
- Diane Stone, Projects Plus
- Doreen Scascitelli, Render Ad Service
- Joy Spears Walstrum, TDAG
- Jon Brasher, Where Publishing
- World of Coca-Cola, Jacquie Wansley

Guests:

- Maura Neill, 365Atlanta.com
- Nancy Price, Peachtree City Tourism Association
- Elisa Canedo, Where Publishing
- Julie Boston, Where Publishing
- WTTC, Carl Aiken
- CVB of Dunwoody, Memane Balley

10:10 am	Call to Order	Theresa Jenkins, President	
	Welcome	Michelle Lawrence, Director of Marketing, Underground Atlanta	She thanked Waffle House for catering, and introduced Dan O'Leary, owner of Underground Atlanta, Chick, and Mandy.
	Approval of Minutes	Theresa Jenkins	The April Minutes were passed around and are available on the website.

			<p>Motion to approve the April Minutes: Collin Cash Second: Brandi Wigley</p>
	Treasurer's Report	Gordon Price	<p>The Treasurer's Report is on the website: http://www.visitmetroatlanta.com. The bills are paid and there is money in the bank.</p> <p>Motion to approve the Treasurer's Report: Brandi Wigley Second: Beth Bailey</p>
	GDEcD Regional Rep Report	Brittney Gray	<ul style="list-style-type: none"> • <u>Travel Media Marketplace</u>: was a success in Coweta County. Theresa Jenkins and Janet Rodgers represented AMTA (see Old Business). • <u>Group Tour Boot Camp</u>: details are in the Member Memo. • <u>GDEcD Budget</u>: still pending. • <u>State meeting</u>: June 29
	Committee Reports	Public Relations/Website Lisa Werneck	<ul style="list-style-type: none"> • AMTA's Member Memo goes out on the 15th & 30th each month. • The website is being updated; members will be contacted for updates. • Volunteers are needed to manage Facebook and Twitter accounts.
		Membership Brandi Wigley & Judy Renfro	<ul style="list-style-type: none"> • Welcome new member: Michelle Barton • Please bring new members. • Ambassador Program: veteran members are needed to assist new members. Contact: Diane Stone, projectsplus@bellsouth.net; 770-552-2628 or Beth Bailey, beth@visitscarlett.com; 678-610-4242.
		Governmental Affairs Kym Hughes & Janet Rodgers	See Program below.
		Meetings & Programs Collin Cash & Jacquie Wansley	<p>http://www.visitmetroatlanta.com/mos.html</p> <ul style="list-style-type: none"> • July 7: Board Meeting: Southern Living Dream House • August 4: Atlanta Marriott Buckhead; Program: Working with Media • Oct. 6: Holiday Inn Historic Roswell • December 17: Holiday Luncheon Lawrenceville Tourism & Trade

			Association
	New Business	Travel South Showcase Amanda Dana, Atlanta CVB Tara Spann, Atlanta CVB	<ul style="list-style-type: none"> • Travel South will be February 22-25, 2011 at the Omni Hotel/GWCC. It will be hosted by GDEcD and ACVB, but they need the support of metro Atlanta. They expect 250-300 tour operators, 150 suppliers. Brittney Gray and Beth Bailey are AMTA's representatives to the Travel South Committee. For volunteer and sponsorship opportunities, contact Tara Spann, tspann@atlanta.net; 404-521-6638. • Also, the International Tour Management Institute Symposium is coming in January 2011, bringing 80 contacts.
	Old Business	Travel Media marketplace Theresa Jenkins & Janet Rodgers	Theresa and Janet reported having great appointments, as well as informal meetings with travel writers. Their leads will be posted at: http://www.visitmetroatlanta.com/
	Program:	Briefing on Underground's Future Plans Dan O'Leary	Dan shared his proposed plan to create a virtual casino (with video lottery terminal gaming) as an additional revenue source. The Georgia Lottery would own and operate the machines and the funds would go to the HOPE Scholarship.
		Legislative Update Joy Walstrum, Managing Director, Tourism Development Alliance of Georgia	<ul style="list-style-type: none"> • Joy recapped this unusual year at the Capitol, which included 45 pieces of legislation impacting tourism. She encouraged everyone to know their legislators and stay informed. • Hotel Motel tax reform is being studied. • A forum of gubernatorial candidates will be held in Savannah (TBA). tourismdevelopmentalliance.org/ • ?? Announced a new TDAG event, the Georgia Holiday Ball, Saturday, November 13. She is recruiting committee members to help with the auction, logistics, decorations, tickets/tables. http://tourismdevelopmentalliance.o

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	Announcements		
11:18 AM	Adjournment	Theresa Jenkins	Motion to adjourn, Beth Bailey Second: Lee ...

Next General Membership meeting:
August 4 , 2010
Atlanta Marriott Buckhead
Program: Working with the Media