

**AMTA Board Meeting**  
**March 12, 2008**  
**Comfort Suites- Stockbridge**

**Board Members Present:**

Janet Rodgers, Cricket Elliott-Leeper, Diane Stone, Jon Brasher, Beth Bailey, Theresa Jenkins, Gordon Price, Jeff Mills, Judy Renfroe, JoAnn Haden-Miller

**Board Members Not Present:** Jonathan Boisjolie, Barbara Mullin and Linda Harris.

Meeting called to order by President Janet Rodgers. A Welcome was given by Michael Vescio.

The minutes from the January meeting were approved unanimously following a motion from Cricket Elliott-Leeper and a second by Judy Renfroe.

**Treasury Report** – Gordon Price announced that AMTA had re-joined TDAG. The question was raised again about what to do with the Silent Auction Proceeds. It was decided that AMTA would provide \$850 towards an STS Marketing College 1-Year Scholarship, and the balance would go into the Sunshine Fund. Applicants names would be submitted to Jon Brasher and a drawing will take place at the April General Membership meeting. Theresa Jenkins made a motion to approve the use of the funds for the scholarship and JoAnn Haden-Miller seconded. Motion was passed.

Beth Bailey motioned to approve the Treasury Report and Theresa Jenkins seconded the motion. All members approved.

**COMMITTEE UPDATES:**

**Co-op-** Theresa Jenkins reported there will be a co-op meeting today to finalize the plan for 2009. There will be 2-Press Trips. They will split the region in half, and they will take place in the Spring and Fall. Additional money will go towards print, reprint of brochures, marketing and fulfillment piece. Atlanta.net will make a presentation today at the co-op meeting.

**Website & Public Relations-** Janet reviewed an email from Victoria. Currently working on the AMTA profile sheet. Victoria will be attending the Travel Media Marketplace in May with Collin on AMTA's behalf. It was decided that the representatives would be responsible for their own expenses; however, if anyone does receive any concern of their company not paying for them, AMTA would re-visit covering the expense. Janet will let Victoria know that she can get pocket folders and put labels on them for the press kits; and send Gordon the bill for the cost of the folders. Karen has put a "Press Room" on the website. It was decided that if anyone sends Victoria a press release she can put it on the AMTA website press room. Victoria asks for everyone to keep sending new ideas and information to her. Janet commented that Victoria is doing an awesome job as the PR Chair.

**Visitors Guide-** Lisa Anders is scheduled to send out an RFP for the new Visitor Guide. Judy Renfroe did pose the question as to the viability of the guide in addition to all the other marketing pieces we already have. Judy recommended that we suspend reproducing the guide for 1 year until further discussion regarding the need. It was decided that AMTA would wait until after Lisa called a meeting of Lisa Anders, Theresa Jenkins, Beth Bailey, Debbie Voboril, and Diane Stone to discuss if we should or should not do a Visitors Guide. Janet will ask Lisa to call that meeting.

**Sales-** Beth Bailey distributed a report. 4 AMTA members are participating in the Military Shows & Travel Office Adoption program. Geiger will sponsor the plastic bags with the AMTA logo on them. Jonathan Boisjolie, Barbara Mullin and Kathryn from Fernbank are busy planning the Motorcoach Blitz in June. They will begin in Louisville, KY with a visit to their AAA Office before embarking on their tour. Visitor Information Center Staff FAM Tour will be May 13-15. Brittany Grey will escort the group and Jon Brasher is finalizing the itinerary. There were 6 AMTA partners for the ABA & Travel South Booth, where AMTA candies and profile sheets were distributed. The State is sending (3) direct mail

postcards representing the participating partners to ABA members. Gordon is looking for the old AMTA booth.

**Meetings/Programs-** JoAnn reported that they are looking at Zoo Atlanta to host the April meeting, but they currently are not a member. Possible trade-out is being discussed to trade their membership expense for the meeting room rental and hosting event. High Museum of Art and CNN are expected to host future meetings as well.

**Membership-** Diane Stone mailed all of the remaining “Program of Work” books to members unable to attend the February meeting, which was greatly received. There were 3 new members, 2 pending renewals and 4 non-renewals to report. The Membership Committee Meeting from March 6<sup>th</sup> discussed following up with prospects that attended the February meeting. Will email all CVB’s next week a letter they can reproduce to generate to their attractions and restaurants to join AMTA. A New Membership Benefit was unveiled that would allow these individual members their own web page. It would be kept to one page and a limit of five photos at no extra cost. This will be promoted in the Member Memo and at meetings. Lani Staebell will continue the Member Spotlight. They are also making reminder calls prior to the meetings to increase attendance.

**Governmental Affairs** – Judy Renfro reported a great turnout for Tourism Day at the Capitol and is keeping track of several House Bills that would affect tourism.

**Old Business:**

Gordon Price presented the findings of the Task Force regarding the Business Development Director position. The main concern was that the Task Force did not feel that 6 months would be adequate time to produce enough funding that would enable the position to be self-funded, and AMTA would provide no funds to support the position. It was the finding of the Task Force that AMTA should not accept the DeKalb CVB’s offer at this time. It was decided that the AMTA Board should meet this year to create a five-year strategic plan for AMTA. Once the long-term mission and vision of AMTA are created, the position of a Business Development Director would be reviewed to determine if it effectively addresses AMTA’s goals and objectives.

Meeting Adjourned.

Cricket Elliott-Leeper, Secretary