



NORTHEAST GEORGIA MOUNTAINS TRAVEL ASSOCIATION BOARD MEETING
Lake Lanier Olympic Venue, Gainesville
Wednesday, August 8, 2018

Attendees: Teka Earnhardt, David Zunker, Tobie Chandler, Jerry Brown, Margaret McLean, Vicki Wineland, Cheryl Smith, Regina Dyer, Vicki Starnes and guest, Michelle Daniels of Cumming/Forsyth
The meeting was called to order at 10:20 am by President, Tobie Chandler.

Meeting Minutes: The July Board meeting minutes were reviewed and approved with addition of adding date. Motion to approve was made by Margaret McLean and seconded by Vicki Starnes. Minutes will stand as submitted with addition of date.

Treasurer's Report: Teka Earnhardt reported all invoices are paid and there is nothing outstanding. Invoices for 2019 co-op have been sent. A motion to approve the treasurer's report was made by David Zunker and seconded by Jerry Brown.

Committee Reports:

Education: Tobie informed that there are only two more meetings this year and the consensus was to offer a lead stuffing party following the October 10th meeting at the Helen Festhalle. Tobie reminded that the leads for the 2019 co-op need to be switched to the new co-op partners. There was some discussion on how to handle digital replies through Mail Chimp and Constant Contact to avoid being tagged as spam. Cheryl suggested this would make a good general discussion topic for future meetings or for Winter Chautauqua. Mail Chimp may be a possible speaker.

The holiday party December 12th will be held in Royston. Next year meetings will be held every other month and board work sessions as needed.

Co-Op: Margaret McLean reviewed the 2019 status of the co-op program and commended Vicki Wineland on the great creative job and especially the map and locator dots for each partner. David questioned not having the website on the banner for Hulu and Margaret said it could be a discussion point for the next co-op.

Membership: Currently we have 61 members, 40 less than our goal of 100. The regional brochure printing will be incentive to recruit new members. Tobie requested Vicki Wineland to start the ads with Phoenix Printing and to send out the 2019 membership form with brochure information. If any 2019 new member joins now, they will be invited to the last two 2018 meetings.

Additional board members were discussed and Tobie said it was important to refer back to the bylaws. We have 4 months to develop a slate of officers and we need to be cognizant of better representation of the whole region.

New Business: The group approved ordering a table runner with the regional logo to be used at various events. It was also suggested that 4 real estate 2-sided signs be ordered to identify meeting locations. Two will be ordered with the logo and arrows and 2 with just the logo. A tabletop pop-up map will also be ordered. Regina will get quotes from

Advertising Unlimited. Teka stated it was long overdue to purchase these items. Vicki Wineland will send out the decal logo to be printed for individual use on an acrylic tabletop display identifying membership.

There are 3 boxes of tourism day portfolios that can be used at the holiday party as door prizes. We need to start the planning process for next year's Tourism Day at the Capitol.

Since we need to solicit nominations for the Top of the Mountain award and also to send out RFP for 2020 Winter Chautauqua location, it was suggested that an email be sent to all members outlining the benefits of RTA membership and being included in the brochure, the RFP for 2020 with a deadline of Dec. 31st, the request for Top of the Mountain nominations and advise membership of the stuffing party in October.

Considerable discussion was held regarding AirBnB occupancy taxes not collected in Georgia. 46 states collect this, but Georgia is not one of them. The consensus was to hold a work session to create a letter from the board to go to all Georgia counties to flood legislators. This is also on the priority list for GACVB according to Jerry and they are also working with the Georgia Lodging Association. This can be a priority topic to address at Tourism Day at the Capitol.

Tobie reviewed the analytics of the website and Facebook page and stated she needed content from members to schedule posts from the entire region.

Motion made by Margaret McLean with second from Vicki Wineland to adjourn the Board meeting and join the gathering membership for lunch and the program. Meeting adjourned at 11:30 am.

GENERAL MEMBERSHIP MEETING

Tobie called the meeting to order at 11:45 am and introduced board members. Regina Dyer introduced Robin, the Ex. Director of the Olympic Park who welcomed everyone to the venue and gave a brief background about the operation of the venue. She also invited everyone to the Dragon Boat competitions stating that 15 countries would be participating.

Tobie thanked Senator Frank Ginn for attending and announced upcoming meetings: Governor's Conference Aug. 27-29 and the next Regional Travel meeting will be Oct. 10th at the Helen Festhalle. A lead fulfillment stuffing will be held directly after the meeting. The holiday party will be held on Dec. 12th in Royston at the Ty Cobb Museum.

The group was advised to be looking for an email about the regional brochure and the RFP for 2020 Winter Chautauqua.

Cheryl Smith informed she would be attending the International Inbound Visitor Workshop on Friday and would bring information. She also recently attended the Barrow County Chamber meeting. The Georgia Foothills wine trail is close to completion.

The program on Georgia's Water Trails was presented by Gwyneth Moody, Director of the Georgia River Network. She informed that there are 70,000 miles of rivers and streams in Georgia and there are 16 established water trails and 18 developing trails. There are 1 million paddlers in Georgia and paddlers spend an average of \$144 a day. She reviewed the criteria to be recognized as a water trail: For more information visit GAWatertrails.org.

- Must have public access where paddlers can unload and park.
- River access needs to be spaced for full day or 2-3 hours.
- Depending on length water access to overnight camping
- Public signage, maps required.
- Trail must be sponsored and maintained and promoted by a local entity or partnership.

The membership meeting adjourned at 1:15 pm.