

Northeast Georgia Mountain Travel Association

Board Meeting Minutes – October 13th, 2021 - Lavonia

President Michael Crump called the meeting to order at 10:30am

Minutes for the last meeting were not available at the time, but were sent out to board following meeting for approval.

The association's Treasurer, Teka Earnhardt, was unable to attend the Board meeting. Michael will have Teka send up to date financials to the Board to review.

Discussed sending information and possible places to stay overnight to membership for the December 2nd, Holiday meeting at Memory Lane Classic car museum.

Next meeting will be via zoom on November 10th.

Education: Candace to set schedule for 2022 and send request for locations to hold meetings in their area.

Discussion on the 2023 Winter Chautauqua. We need to identify possible list of locations via membership request this month. The Board will meet in November to go through the bid process, site visit schedule, and Board to vote on location. After the decision is made, we need to send out notification to our membership and the West Georgia Association.

Marketing: Margaret is looking into opportunities for additional marketing and setting up social media marketing committee to provide content.

Discussed send out a short survey to membership to find out where their visitors are coming from, age, gender and what your biggest draw is from a visitor's standpoint and have the membership fill out a survey at our Holiday meeting.

Discussed adding Instagram to mirror the Facebook post to garner more attention.

Membership: Need to start sending out membership forms soon adding the annual fee of \$100.00.

The nominating committee has spoken to and would like to suggest Sam McDuffy with the Lumpkin County Chamber – Tourism Director to fill the open Board position. The proposed nominations for Board of Directors slate for 2021/22:

President – Michael Crump – City of Royston

Vice President – Hilda Thomason – North Georgia Fair Grounds – Hiawassee

Treasurer – Teka Earnhardt – Earnhardt & Associates – Rabun County
Secretary – Vicki Starnes – Crawford Long Museum - Jefferson
Director at Large 1 – (communication) Vicki Wineland - Brenau University & Ga. Mtn Brochure
Director at Large 2 – (marketing) Margaret McLean – Babyland General. Hospital - Cleveland
Director at Large 3 – (education) Candance Lee – Towns County Chamber
Director at Large 4 – (membership) Sam McDuffie – Dahlonega Chamber
Director at Large 5 – (financial) Dustin Heard – Dawson Co. Chamber & Office of Tourism Dev.
Director at Large 6 – (events) Vickie Frankum – North Georgia Technical College
Director at Large 7 – (government) Jerry Brown – Alpine Helen
Ex Officio – Mandy Barnhardt – Explore Georgia

The list of Directors will be sent out to the Board for approval and brought to vote during the Holiday Membership meeting.

Submitted by: Jerry Brown