

Hapeville Association of Tourism and Trade  
700 Doug Davis Drive  
Hapeville, GA 30354

July 19, 2016

8:00PM

MINUTES

1. Call To Order

Chairman Hallman called the meeting to order at 8:48PM at 700 Doug Davis Drive, Hapeville, GA 30354.

2. Roll Call

- Alan Hallman, Chairman
- Ruth Barr
- Michael Randman
- Joshua Powell
- Diane Dimmick

3. Approval Of Minutes

- March 15, 2016
- June 21, 2016

**MOTION: Ruth Barr made a motion Josh Powell seconded a motion to approve the Minutes of March 15, 2016 and June 21, 2016. Motion carried 4-0. Diane Dimmick abstained.**

4. Public Comments On Agenda Items

Mickie Williams

John Christianson

Ellen Suber-Simpson

Mike Simpson

5. New Business

5.I. Consideration And Action To Enter Into An Agreement With Atlanta Airport Publications LLC For Advertising In The Fall 2016, Winter 2016-2017, Spring 2017, And Summer 2017 ATL Guide Issues.

**Background:**

The HATT Board annually advertises in several publications. One of the most widely distributed and cost effective publications used annually is the ATL Guide. The Guide circulates widely in the ATL airport, hotels, Georgia welcome centers and various other outlets. In addition, they have a growing presence on the web and have even initiated the production of video ads as well. The cost of our ads

(if paid promptly) is \$14,200. Due to our long-standing contract we receive a substantial discounted rate as well. The contract period covers all publications between the Fall of 2016 and the summer of 2017.

Staff recommends approval and requests authorization to have the Mayor Sign the contract. Should you have any questions, please contact the City Manager's Office.

Documents:

1. [NEW ATL LETTER FOR FALL 16.PDF](#)
2. [ATL HAPEVILLE 2 PAGE CONTRACTFORM2016.PDF](#)
3. [AAGSPECSFALL16.PDF](#)

**MOTION:** Ruth Barr made a motion Michael Randman seconded a motion to enter into an agreement with Atlanta Airport Publications LLC for advertising in the fall 2016, winter 2016-2017, spring 2017, and summer 2017 ATL guide issues.

**Discussion:** Diane Dimmick stated that the budget was not as fluid and was not for expending the money for advertising at this point in time. Ruth Barr stated the HATT monies were to be used for the purpose of advertising. Diane Dimmick mentioned that this was an item under the complaint made to DCA. City Manager Whitson stated that the item would be briefed on in Executive Session.

Michael Randman stated that he appreciated ATL Guide and valued them as a corporate citizen.

**Motion carried 4-1.** Chairman Hallman, Ruth Barr, Michael Randman, and Josh Powell voted for and Diane Dimmick voted against.

6. Public Comments  
Mickie Williams

7. Adjourn

**MOTION:** Chairman Hallman made a motion Ruth Barr seconded a motion to adjourn the meeting at 9:07PM. Motion carried 5-0.

Respectfully submitted,

---

Alan Hallman, Chairman

---

Jennifer Elkins, City Clerk