

**GEORGIA TOURISM FOUNDATION
GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT TOURISM DIVISION**

**Location of Meeting: Georgia Department of Economic Development
Technology Square, 75 5th Street N.W.
Suite 1200 Atlanta, GA 30308**

**Tuesday, April 30, 2024
1:00-3:00 pm**

**Compiled by:
Georgia Tourism Foundation
Georgia Department of Economic Development Tourism Division
75 Fifth Street N.W., Suite 1200
Atlanta, Georgia 30308
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Georgia Tourism Foundation
Board Meeting – April 30, 2024

Pursuant to notice duly given, the Board of Directors of the Georgia Tourism Foundation met on April 30, 2024, 1:00 pm at Technology Square, 75 5th Street N.W., Suite 1200 Atlanta, GA 30308.

Attending Board Members

Jake Carter
Kal Patel
William Pate (Teams)
Marisa Simpson
Cynde Dickey (Teams)
Cassius Butts
Scott Tigchelaar (Teams)
David Friederich
Atul Patel
Paul Cramer
Allan Vella
Joe Akers

GDEcD Attendees

Ashley Barfield
Mark Jaronski
Jay Markwalter
Regan Young
Andrew Cantrell (Miles Partnership [agency])
Susan Richardson (Miles Partnership [agency])

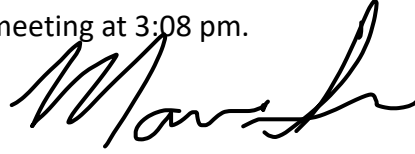
Chairman Marisa Simpson called the GA Tourism Foundation meeting to order at 1:00 p.m., and asked for approval of the minutes from the last meeting and today's agenda. Jake Carter motioned to approve and Cassius Butts seconded the motion. The meeting minutes and agenda were approved.

All attendees participated in introductions of new and existing directors, as well as Georgia Department of Economic Development staff and representatives.

Mark Jaronski provided an overview of Georgia's state tourism office budget. Ashley Barfield presented the tourism industry research and insights that our team uses to develop its statewide marketing plan, which then Regan Young presented. Susan Richardson of the Department's agency of record (Miles Partnership) outlined the marketing opportunities

available to partners across the state, and Jay Markwalter talked about his first few months in the job as Statewide Tourism Director and the work of his team of regional tourism managers and visitor information managers and specialists.

The group participated in Q&A before Mark Jaronski reviewed Next Steps and Chairman Simpson gave closing remarks and adjourned the meeting at 3:08 pm.



Respectfully Submitted:

Marisa Simpson
Board Chairman



Mark Jaronski
Chief Marketing Officer
Georgia Dept. of Economic Development