

JOHNS CREEK CONVENTION AND VISITORS BUREAU
MEETING MINUTES
JUNE 10, 2008

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, June 10, 2008 at 3:30pm. The meeting was held in the Board Room at the Hilton Garden Inn located at 11695 Medlock Bridge Road in Johns Creek Georgia 30097. The meeting having been properly advertised was open to the public.

MEMBERS PRESENT: Bev Miller, Chairperson
Max Patel, Vice Chairman
Monte Vavra, Treasurer
Sean Cecere, Board Member

CITY STAFF PRESENT: City Clerk Joan Jones

Chairperson Miller welcomed new Board Member Sean Cecere of Hyatt Place.

MINUTES: Board Member Vavra made a motion to approve the April 8, 2008 Meeting Minutes, the May 6, 2008 Special Called Meeting Minutes and the May 29, 2008 Work Shop Summary. Board Member Patel seconded the motion. The motion carried unanimously.

REPORTS and PRESENTATIONS: City Clerk Jones presented information from various websites which included membership costs. She briefly gave information regarding Georgia Economic Development their Product Development contact Bruce Green, and their upcoming fall seminar. Board Member Vavra informed the members on recent financial transactions.

OLD BUSINESS:

PROCUREMENT POLICY: Board Member Vavra motioned to amend the agenda to move this Agenda Item-Consideration of Procurement Policy following New Business as follow-up discussion to the Marketing Plan. Board Member Patel seconded the motion. The motion carried unanimously.

NEW BUSINESS:

MARKETING PLAN: Chairperson Miller opened the floor for a Marketing Plan discussion. Discussion included the development of a CVB Logo, a tag line, bringing someone or a company to work with the CVB members on developing logo information/collateral options. Once logo/tag line developed, brochures, rack cards etc could be designed to promote Johns Creek events. The slogan Choose To Use and using City logo was discussed along with various events and target areas such as small group Golf Tournaments, Weddings, Reunions, Bar Mitzvah, Shopping excursions, Sporting

Events, the Verizon Amphitheatre, Country Club Events, and Traveling Exhibits. Board Member Vavra outlined how the purchasing policy could be set up with the flexibility to act on small and/or middle of the line expenses without having to convene a meeting because of one purchase.

The members reviewed multiple brochures for ideas on logos, slogans, shapes, sizes and colors. Board Member Patel informed members Hilton Garden Inn has contact information on brochure developments, he will get more info for the board. Information will be gathered on the surrounding visitor's bureaus for the next meeting. The need for a Website was discussed briefly.

BUDGET EXPENDITURES: Chairperson Miller asked the members for names or companies on logo designs. Consensus was to contact I-Click Media for more information. A line item under Professional Services will be created for the cost of the logo development. Discussion was held on possibility placing Johns Creek events on the local calendar.

SECRETARY: Chairman Miller reminded the members that Penn Hodge resigned his office as Secretary as of May 7, 2008 and made a motion to appoint Monte Vavra as Secretary/Treasurer. Board Member Patel seconded the motion. The motion carried unanimously. Mr. Vavra is now the Secretary/Treasurer of the CVB.

PROCUREMENT POLICY: Board Member Vavra reviewed the city's procurement policy and the previous discussions the CVB held on creating their own policy. He reviewed changes such as how Bid Proposals work, who would be considered the Purchasing Agent and how Professional Services would be handled. Monetary limit amounts were discussed, i.e. not making limits too low for efficiency purposes; formal and informal bid limits and the bidding process. He asked members to review this policy and make recommended changes for consideration at the next meeting. Board Member Vavra made a motion to authorize Chairman Miller to negotiate with vendor(s) for Logo/Tag Line development, with amount not to exceed \$5,000.00 with final proposal to be reviewed by the Treasurer and CVB Attorney. Board Member Cecere seconded the motion. The motion carried unanimously.

OTHER BUSINESS: A preliminary review of the next month's Agenda Items was outlined.

PUBLIC COMMENT: No Public Comments.

There being no further business, Chairperson Miller motioned to adjourn. Board Member Vavra seconded the motion. The motion carried unanimously.

Approved:

Attest:

Beverly Miller, Chairperson

Monte Vavra, Secretary/Treasurer