

**JOHNS CREEK CONVENTION AND VISITORS BUREAU
JULY 15. 2008 MEETING MINUTES**

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, July 10, 2008 at 3:00pm. The meeting was held in the Taylor Conference Room at Johns Creek City Hall 12000 Findley Road, Suite 300, Johns Creek, Georgia 30097. The meeting was open to the public.

MEMBERS PRESENT: Bev Miller, Chairperson
Max Patel, Vice Chairman
Monte Vavra, Secretary/Treasurer

CITY STAFF PRESENT: City Clerk Joan Jones

MINUTES: Board Member Vavra made a motion to approve the June 10, 2008 Meeting Minutes. Board Member Patel seconded the motion. The motion carried unanimously.

REPORTS and PRESENTATIONS:

Chairperson Miller introduced and welcomed Scott Aiken of Eye-Click Media who will be working with the board on the development of the CVB Logo/Tagline. Mr. Aiken worked with the board members on parameters of what/how they see the Convention and Visitors Bureau and its' functions. Discussion was held on how a logo/tagline may convey messages and how they may help or discourage potential visitors to the area. In addition, Mr. Aiken and the board reviewed target groups, area events and city events along with how the "look" and "feel" of a logo/tagline would promote Johns Creek and put heads in beds. Mr. Aiken will compile data and ideas and make additional presentation to the board at a later date.

FINANCIALS: Board Member Vavra presented and reviewed the May 2008 and June 2008 Financial Reports with the members. (Format of report approved by consensus)

FORMS: Discussion was held on the draft Sponsorship Forms, changes will be made and brought back to the board.

OLD BUSINESS:

PROCUREMENT POLICY: Discussion was held regarding the CVB Purchasing Policy. Board Member Vavra made a motion, seconded by Board Member Patel to approve the Purchasing Policy for the Convention and Visitors Bureau as amended. The motion carried unanimously.

NEW BUSINESS: No New Business

OTHER BUSINESS: City Clerk presented members with information regarding CVB training opportunities.

Board Member Patel introduced Dinesh Mahtani (Dino) with 8 Consulting Company, LLC who presented information regarding the cost of website designs, brochures, logo designs etc. Mr. Mahtani explained he is aware the CVB is just now able to work on developing these ideas, but wanted to give them basic cost info. Chairperson Miller on behalf of the board members thanked Mr. Mahtani for the information.

PUBLIC COMMENT: No public comment at this time.

There being no further business, Board Member Patel motioned, seconded by Board Member Vavra to adjourn. The motion carried unanimously.

Approved:

Bev Miller, Chairperson

Attest:

Monte Vavra, Secretary