

**JOHNS CREEK CONVENTION AND VISITORS BUREAU
AUGUST 12, 2008 MEETING MINUTES**

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, August 12, 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: Sean Cecere, Board Member
Margaret Harris, Board Member
Bev Miller, Chairperson
Max Patel, Vice Chairman
Monte Vavra, Secretary/Treasurer

CITY STAFF PRESENT: City Clerk, Joan Jones
City Attorney, Scott Hasteley

Chairwoman Miller introduced and welcomed Margaret Harris as the newest CVB member.

MINUTES: Board Member Vavra made a motion to approve the July 15, 2008 Meeting Minutes. Board Member Patel seconded the motion. The motion carried unanimously.

REPORTS and PRESENTATIONS: Chairwoman Miller introduced Scott Dunn who then gave a power point presentation on a “**Town Planner**” which is a yearly calendar that goes out to approximately 54,000 homes. This calendar features and markets events and businesses within the following areas: North Fulton, Midtown, Highway 400 corridor along with the Cherokee County and the City of Cumming. Mr. Dunn informed the board this calendar has a renewal rate of 78% and helps to get recognition out for yearly event dates, holidays, etc. He reviewed the advertisement cost, areas of distribution, photography space and how the coupons that are attached to each month in the calendar are used to support local area businesses. Chairwoman Miller thanked Mr. Dunn for his presentation.

City Attorney Hasteley gave a brief overview of an **Administrative Services Agreement** between the CVB and the City of Johns Creek to help defray the cost of clerical/financial/legal fees. Once a formal agreement has been drafted, it will come back to the board for their consideration.

OLD BUSINESS: Eye Click Media Representative Scott Aiken presented the board with various **Taglines and Logos** for their consideration. Many taglines were discussed, such as “Where Hospitality Flows”, “Come & Stay to Get Away”, “Discovery Awaits” “Convenience, Choice, Connection”, “It’s All Here!”, “At the Center of it All”, “Choose to Use”, etc. The board narrowed down the taglines to three.

Mr. Aiken went on to present Convention and Visitor Bureau logos, with different colors, designs and wording. Discussion was held on the font size, how color may affect ads the CVB may use, the difference between a black and white and color designs, to use or not use the words "Johns Creek". After the board narrowed down the various logo choices, they considered how the logos would look and work with various taglines, i.e. what does this say about Johns Creek CVB. Mr. Aiken will take the suggestions the board members made and come back with a presentation on options.

Chairwoman Miller presented ideas on the development of Promotional Request Forms. Discussion of how we can use CVB funds to promote Heads-in Beds. Mrs. Miller asked Attorney Hastey if he will get a listing of options the CVB can do legally before we complete this form. This will be reviewed further at the September meeting.

NEW BUSINESS: Attorney Hastey reviewed **House Bill 1168** and it does not impact our CVB at this time because of part of our Hotel/Motel revenues goes to support the Georgia Dome. He recommended nothing be done at this time; this is just information at this point. A brief discussion was held on the percentage breakdown of the Hotel/Motel Tax revenues.

Treasurer Monte Vavra reviewed the **July Financials** with the board members.

OTHER BUSINESS: Chairwoman Miller asked for discussion on the Town Planner presentation by Scott Dunn. After discussion, the consensus was that it is not the right time to use the planner for promotion, as the necessary information such as data, fees, pictures and Tagline/logo would need to be ready early November.

PUBLIC COMMENT: No public comment.

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

Approved:

Bev Miller, Chairperson

Attest:

Monte Vavra, Secretary