

**JOHNS CREEK  
CONVENTION AND VISITORS BUREAU  
SEPTEMBER 9, 2008 MEETING MINUTES**

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, September 9, 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:** 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 Hastey

**MINUTES:** Board Member Harris made a motion to approve the August 12, 2008 Meeting and the August 19, 2008 Special Called Meeting Minutes. Board Member Cecere seconded the motion. The motion carried unanimously.

Chairperson Miller welcomed visitor Jill Bailey, Omega Media Group, looking to get more involved in the community.

**AGENDA AMENDED:** Board Member Vavra made a motion to amend the agenda to include presentation of the August Financials under Reports and Presentations. Board Member Harris seconded the motion. The motion carried unanimously and the agenda was amended.

**REPORTS and PRESENTATIONS:** Treasurer Monte Vavra presented and reviewed the August 2008 Financial Report with the board members. The anticipated revenues for 2009 were discussed. Monte reviewed for how the figures are broken down and the Hotel/Motel percentage the CVB receives, these figures reflect a year and half of revenues.

Chairperson Miller called for a short recess in order to allow Attorney Hastey and Board Member Patel to arrive. Chairperson Miller called the meeting back to order.

Attorney Scott Hastey presented information on how the Convention and Visitors Bureau can expend funds. He reviewed the state law regarding Hotel/Motel taxes, which does not provide concrete guidelines. Mr. Hastey suggested using other organizations i.e. DMAI, Destination Marketing Association International, Georgia Economic Development, etc. to find out how different CVB's expend the funds. A general discussion was held on examples of expenditures that would promote "heads in beds" and

tourism for the city, i.e., providing postage w/flyers (with some control), some contracts, buying banners, the purchase of advertising space, etc. In addition, Chairperson Miller asked the board for their recommendations on the process on funding request, how the board wants to handle these request. Discussion was held on establishing a monetary amount/threshold, incorporating guidelines into the promotional request forms.

**OLD BUSINESS:** Eye Click Media Representative Scott Aiken recapped what the board has discussed; he presented the board with various Logos that have been modified based on their previous discussions. The symbol is smaller, the amber san is now a muted green color, the addition of the “Max Line”, the change to the word Georgia and how the logo would work on various sizes, i.e. business cards, stationary, ads, etc. Mr. Aiken reviewed how the PMS color process works for different publications. Standards would need to be developed to make sure the logo is used properly, maintain uniformity, how it can be used etc. Attorney Hastey recommended the board formally adopt a Standard Guideline, and trademark the logo in order to protect the logo. If there is someone using this, if it does not create and area of confusion, i.e. a trucking company, the CVB is fine? A general discussion was held on how this logo was designed, what litmus test was used to develop this logo to make sure it is not in use elsewhere. Chairperson Miller asked the board for any thoughts on this logo design. Scott Aiken will send the CVB the files for the logo, along with the colors and will keep the information on file.

**CVB LOGO/TAGLINE:** Board Member Patel made a motion to approve and adopt the Johns Creek Convention and Visitors Bureau Logo and Tagline as presented. Board Member Vavra seconded. The motion carried unanimously. The board members thanked Scott Aiken and Eye Click Media for their hard work.

**NEW BUSINESS:**

**FY 2009 BUDGET:** Board Member and Treasurer Vavra reviewed the proposed CVB 2009 Budget, both revenues and expenditures. Mr. Vavra explained most of the expenditures will come from the Tourism line item. This line item will be broken down as the CVB goes along, once the various expenditures come in i.e. advertising, promotions, etc. This is a balanced budget of \$295,000 as the CVB should not carry big balance. Discussion was held on how to amend this budget, he recommended the board make a motion to amend the budget when needed so that there will be a recording of the amendment.

Board Member Vavra made a motion to approve the 2009 CVB Budget with the addition of a line item-Legal of \$2,500 with the Tourism line item to be offset by this same amount for a 2009 CVB Budget of \$295,000. Board Member Harris seconded the motion. The motion carried unanimously and the budget was approved.

**OTHER BUSINESS:** A brief discussion was held on possible upcoming Agenda Items, what the CVB’s next step should be, possible website, moving forward with the CVB trademark etc. to lay out a plan. In addition, the CVB meeting calendar, the logo

standards, the services agreement at the next meeting will be Tuesday, October 14<sup>th</sup> at 3:00pm. Discussion was held on when to launch the new logo to the council, possible at a November meeting.

**PUBLIC COMMENT:** Jill Bailey commented on how well the logo turned out.

There being no further business, Board Member Harris made a motion to adjourn. Board Member Vavra seconded the motion. The motion carried unanimously and the meeting was adjourned.

Approved:

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Bev Miller, Chairperson

Attest:

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Monte Vavra, Secretary/Treasurer