

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
December 9, 2008
Meeting Minutes

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, December 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: Margaret Harris, Board Member
Max Patel, Vice Chairman
Monte Vavra, Board Member
Bev Miller, Chairperson

CITY STAFF PRESENT: Joan Jones, City Clerk

Chairwoman Miller called the meeting to order and thanked everyone for attending.

MINUTES: Board Member Harris, seconded by Board Member Patel, motioned to approve the November 18, 2008 Meeting Minutes as presented. The motion carried unanimously.

REPORTS & PRESENTATION: Chairperson Miller explained she has spoken with Karen Atherholt-BlueBonnettDesigns, who is in the process of moving to Ft. Gaines, Georgia about the contract and the process for the **website**. Mrs. Atherholt has agreed to the contract changes the board and attorney had previously noted and the contract will be mailed out for signatures.

OLD BUSINESS: Discussion was held on what and how the JCCVB Website will look, the **collateral materials** and what information, links, pictures, copy materials to be used; contact information i.e. generic email, lack of phone availability at this time; maps, etc. A letter will be drafted to send to local businesses, associations asking if they would like their information be on the CVB website and have a link to their business. No action on the collateral material taken at this time, until all materials are assembled and reviewed for content.

NEW BUSINESS: Treasurer Vavra reviewed the **Financial Statements** and outlined the expenditures and revenues. He inquired if the board would like more information on these reports; consensus was that the current format/information is fine.

Chairperson Miller gave an overview of the request she received for the **Southeastern Lacrosse Conference Sponsorship**, which are lacrosse clubs at the college level, regional tournaments then national tournaments. This 2009 Conference is the last year of a three year contract and they have recently signed up for another three year conference;

typically held the 3 or 4th weekend of April at Northview High School. She presented the board with sponsor packet for the 2008 season, outlining the various levels of sponsorship, how they bring not only visitors but local citizens as well. Demographics were discussed, Board Member Patel commented Lacrosse tournaments are held throughout the year and they receive guests because of the tournaments. This is a high quality event, bringing in families and it is an event that can be planned for. Collateral material would need to be ready by late February. Discussion was held on the benefits to the CVB as Title Sponsors, how it would promote the city, i.e. banner/logo and 790 The Zone radio ads, stadium announcements publicity. Board Member Patel explained this would be good for the city hotels just in making visitors aware we are here, they may come back the next year. Board Member Vavra motioned, seconded by Board Member Harris motioned to promote the 2009 SELC Lacrosse Conference (April 24, 25 & 26th) as a TITLE SPONSORSHIP at a cost of \$5,000 with conditions that Johns Creek hotels would be the preferred hotels and no other hotel is a sponsor. The motion carried unanimously.

The **Johns Creek Guidebook** Sponsorship was reviewed by Chairperson Miller, the cost of a two (2) page spreadsheet with insert (approximately \$4,000), one (1) full page (\$2,500), the cost of center page ad (\$20,000) etc. Much of the information that is in the guidebook would be useful to the CVB website, print out of 20,000, would be useful once Visitors Center is open. The possibility of partnering with the Johns Creek Business Association and using the guidebook as part of the CVB collateral was discussed. Chairperson Miller will contact the JCBA on this matter.

OTHER BUSINESS: Discussion was held on the memberships and benefits of joining the Georgia Association of Convention and Visitors Bureau (Annual Membership \$175.00) and the Atlanta Metro Travel Association (Annual Membership \$195.00). Board Member Harris motioned, seconded by Board Member Patel to join both the GACVB and the AMTA. The motion carried unanimously.

Discussion of developing a Marketing Plan to help guide the board was held. Further discussion will be held on this topic at the next meeting with the possibility of having a special meeting to develop a Marketing Plan. Board Member Patel informed the board he will be out of town for the next meeting.

No Public Comments.

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

Approved:

Attest:

Bev Miller, Chairperson

Monte Vavra, Secretary/Treasurer