

**JOHNS CREEK CONVENTION**  
**AND VISITORS BUREAU**  
**November 10, 2009 MEETING**

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, November 10, 2009 at 3:00pm. The meeting was held in the Taylor Conference Room at Johns Creek City Hall, located at 12000 Findley Road, Johns Creek, GA 30097. The meeting was open to the public. As Chairperson Miller was delayed, Vice Chair Patel called the meeting to order.

**MEMBERS PRESENT:** Sean Cecere, Board Member-Absent  
Margaret Harris, Board Member  
Max Patel, Board Member  
Monte Vavra, Board Member  
Bev Miller, Chairperson-Delayed

**OTHERS PRESENT:** Maggie Ekdahl, Independent Contractor  
Joan Jones, City Clerk  
Lenny Felgin, Attorney

**MINUTES:** Board Member Harris motioned, seconded by Board Member Vavra to approve the October 10, 2009 Minutes as presented. There being no discussion, the motion carried unanimously.

**REPORTS and PRESENTATIONS:** Treasurer Vavra reviewed the **Financial Statement** for September 09 which has been updated with last month accruals and the independent contract. He explained there may be additional changes depending on the close out of the city's books as it relates to the Hotel/Motel. In addition, he reviewed October 09 **Financial Statement**, explaining he has updated the accounts with the CVB Budget that was approved in September and there is an ending fund balance of \$289,492.56. Board Member Patel motioned, seconded by Board Member Harris to approve the financial statements as presented.

Chairperson Miller arrived.

Maggie Ekdahl gave a brief **Administrative Update**. She presented a sample of the Board Members name tag. In addition, she presented information on various places/publications/distribution points to advertise the CVB, i.e., Newcomer Publication, Where Map, Appen Newspaper and State of Georgia publications and this year PGA Guidebook for 2011 PGA. During discussion, the need to have the brand/logo on each CVB ad; consistently placing the logo in a specific area on the page. Concept ads will be presented at the December Meeting. These ads will be brochures for mailing, basic brochures to build upon for future advertisements.

There was discussion of placing an ad in the Appen Newspaper regarding our two hotels for the holiday season and a possible advertisement in the North Fulton Answer Book, Medical Answer

Book and Northside Woman publications. The pros and cons of possibly advertising in these publications were discussed, i.e., the return on the ad, informing the local areas the CVB is available, how advertising at various times of the year makes a difference. Board Member Vavra reviewed the advertising budget, rates for color edition vs. black/white advertisements. Board Member Harris motioned, seconded by Board Member Vavra to approve advertising four consecutive ads in the *Newcomer* with a cost of \$2,430.00 (total) and advertised a 1/3 page ad in *Where Map* for \$2,040.00 (includes both editions) and to place 2 ads in November and 1 in December (3 consecutive weeks) advertising a holiday themed ad in the *Appen Newspaper*. Under discussion, it was determined to review other seasonal ads in the next few months, i.e., for graduations, weddings, tournaments, etc. The motion carried unanimously.

Mrs. Ekdahl reviewed and requested Board to consider the purchase of equipment and promotional materials. She reviewed pricing for a table, tent, banners and magnetic signs and the promotional items such as each pens, koozies, and tote bags. This is a reorder of the previous order. Discussion was held on the bag size and possibly plastic bags, it was determined to order 500 plastic and 250 of the mesh bags. Board confirmed the tent will have 2 logos on front and back. Board Member Vavra motioned, seconded by Board Member Patel to expend no more than \$2,000.00 for promotional items. Under discussion, the various amounts of each promotional item were reviewed. The motion carried unanimously.

Chairperson Miller asked to move the agenda item regarding the Founders Day Float as the next item for discussion. There being no opposition, Board Member Patel asked for ideas, suggestions and budget for a float. Various items and themes were discussed. Board Member Vavra, seconded by Board Member Harris motioned to approve the expenditure not exceeding \$500.00 for the construction/development of a CVB float to enter into the Founders Day Parade, December 5, 2009. Under discussion, a tentative schedule was put together for any members to meet at the Hilton to build a float. (Dec. 2<sup>nd</sup> from 3-6pm and Dec 3<sup>rd</sup> at 10am) The motion carried unanimously.

**OLD BUSINESS:** A review of the CVB Marketing Plan was held and Board Member Harris motioned, seconded by Board Member Patel to approve the Marketing Plan Version 5 as presented with the changes. Under discussion, Chairperson Miller reiterated this is a document that will be reviewed often and can be used as a guideline. The motion to approve the CVB Marketing Plan as amended was approved unanimously. Clarification was made for issuance of final payment.

**NEW BUSINESS:** Each member has received a copy of the State Retention Schedule, City Attorney presented and reviewed the Georgia Secretary of State Record **Retention Schedule** and recommended the CVB adopt the State of Georgia retention schedule as it covers a wide variety of records most of which the CVB will not generate, however it is all encompassing. He has given wording for the motion so the board will only have to adopt this once, if changes are made by Secretary of State this will cover the CVB's Retention Schedule. Board Member Vavra motioned, seconded by Board Member Patel, to approve the retention schedule as presented and recommended by the Georgia Secretary of State and as the Secretary of State would amend same in the future. The motion carried unanimously.

Attorney Felgin reviewed the change to the **Independent Contract Agreement**-changing the name Margaret Ekdahl to MEE Marketing as a sole proprietor. There being no other changes to this agreement, Board Member Vavra motioned, Board Member Harris seconded, to approve the amended Independent Contractor Agreement as presented. There being no discussion, the motion carried unanimously.

**OTHER BUSINESS:** City Clerk Jones updated board the 2010 Meeting Calendar will need to be on the December Meeting Agenda. She asked the board if they would like to attend the AMTA December luncheon. Board Member asked if our webmaster can give statistics on how many hits our website is receiving. This will be reviewed again once there is more promotion of CVB activities. Clarification was made on how Mrs. Ekdahl notifies the board on her time off.

**PUBLIC COMMENT:** No Public Comment

Board Member Harris motioned, seconded by Board Member Patel to adjourn the meeting. The motion carried unanimously and the meeting was adjourned.

Approved:

Attest:

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Bev Miller, Chairperson

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Monte Vavra, Secretary/Treasurer