

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
December 8, 2009 MEETING

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, December 8, 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.

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

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

MINUTES: Mrs. Ekdahl informed the board about an advertisement cost that is reflected in the minutes that will need to be changed. Chairperson Miller explained the minutes reflect the correct motion and the advertisement cost changes can be addressed later in this meeting under Other Business. Board Member Harris motioned, seconded by Board Member Cecere to approve the November 10, 2009 Minutes as presented. There being no discussion, the motion carried unanimously.

REPORTS and PRESENTATIONS: Clerk Jones explained Treasurer Vavra was unable to attend this meeting as he is attending HUD training and explained the **Financial Statement** will be forwarded to the board and placed on the next agenda for consideration.

Chairperson Miller recognized and welcomed Steve Pateuk and Skip Schulz who will give the board an overview of the upcoming 2010 Southeastern Lacrosse Conference (**SELC**) **Tournament**. Mr. Schulz thanked the board for their participation and support last year, having a title sponsor makes a difference to the SELC Committee. He gave an overview of the history of the SELC Tournament and looking forward to having the tournament through 2012, with hopes to continue on. In addition, Mr. Schulz reviewed the weekend structure on how games are played, with Chattahoochee HS participating beginning in 2007 and Johns Creek High School participating in 2010. Tournament starts on Friday with six games, the semi finals on Saturday and the finals on Sunday; vision is to have Youth LaCrosse games on Saturday. He reviewed the Promotional Materials, i.e. banners, flyers, tickets and pole banners and outlined the new Title Sponsor Package for 2010. The CVB logo will be on the participating schools website and the SELC website and the score board and on Sports Radio 790. Mr. Schulz explained to the board the timeframe the SELC committee is working with as far as ordering tickets, banners, etc. The board agreed they would like to support the SELC; the question is at what level. This will be discussed under other business as there were additional presentations the board has scheduled at this meeting.

Scott Aiken with Eye Click Media gave a **brochure proposal** to the board. He explained that with matching the perception of Johns Creek with a level of sophistication, the CVB can step out as a credible organization and by leveraging dollars; the board will have more marketing ability and use of their collateral materials. Mr. Aiken presented a mailer container, using the logo as a peel and stick seal, the CVB color palette, with subtle elements such as a web click icon...material can be digitally printed so it won't take long to print out. Mr. Aiken pointed out the need to have more stock photography; he used info from the CVB website, showing the two hotels, and points of interest. He also showed the utility and versatility of this component, i.e. telling the story of JC, shopping, relaxation, etc. this concept can easily be made into a tri-fold for different collateral. He reviewed the cost of the various elements of the project; explaining he can repurpose the concepts (covered in cost), Eye Click will write content, having two rounds of revisions, image, stock and photo shoots are billed separately-the CVB would own pictures, etc.

SONARconnect Representative John Wieschhaus presented three tri-fold brochures that show three different concepts and the many sides of Johns Creek, he explained that John Herrington wrote the copy of the various brochures that highlight Johns Creek as at the crossroads to many opportunities and excitement. The brochures emphasize that Johns Creek is a place to *Refresh, Recharge and Re-Center* and yet in the *Center of the Action*. He used stock imagery and explained that each brochure would tell a story and show the beauty of the various seasons. Mr. Wieschhaus showed how Johns Creek does have a small town feel, but is a big city that has a lot to offer in the way of parks, the river, golfing opportunities, etc. He explained each brochure has a different feel to it, the lack of stock photography is a concern that needs to be addressed; he also reviewed the cost and different options to consider when selecting the brochure and content. A brief discussion was held regarding the cost of printing.

Mrs. Ekdahl explained the third presenter Fluid Media has withdrawn from submitting a proposal as their work load is too heavy at this time. Chairperson Miller asked if the board would like an additional proposal, they declined and she asked for their comments regarding the two presenters. Feedback such as the need for a rack card or tri-fold; the quality of paper stock; and how each presenter came up with different ideas and the discussion came back to the use of our logo and tagline and how it was incorporated into the presentation. It was determined printing is not an issue as there are multiple printers to get quotes from, and the brochure needs to be an attention getter. The consensus of the board was to work with Eye Click Media on this project. Chairperson Miller noted the board needs to determine what the purpose of the tri-fold or rack card is. Board Member Harris asked that Maggie come back to the board at the next meeting with information as what other CVB's use and how they use the tri-fold or rack cards and how this board might use the mailer container.

OLD BUSINESS: No Old Business.

NEW BUSINESS: City Attorney Felgin reviewed the change to the **CVB-Bylaws** which is reflected in Section 2.10(1) Duties of Corporation Officers that now includes "*The Chairman of the Board, elected by a majority of directors at the first meeting of the calendar year,*" Discussion was held regard the other officers of the board and if the City Finance Officer is automatically the CVB Treasurer. Attorney Felgin recommended to make it easier, just add

under the general heading of Section 2.10 Duties of Corporation Officers to read as “*Each officer of the Corporation who is elected by the board as an officer of the corporation shall be elected at the first meeting of each calendar year...*” Board Member Harris motioned, seconded by Board Member Patel to approve the CVB-Bylaws as amended. There being no further discussion, the motion carried unanimously.

City Clerk Jones presented a **meeting calendar for 2010** for consideration. Chairperson Miller asked the board for their thoughts on next year’s meeting date and time. Discussion was held regarding the date and the possibility of changing the meeting time. Board Member Patel motioned, seconded by Board Member Cecere to have the CVB meetings on the second Tuesday of each month and to change the meeting time from 3:00pm to 10:00am for calendar year 2010. There being no further discussion, the motion carried unanimously. City Clerk informed the board this meeting schedule will be advertised.

City Attorney Felgin presented a new CVB Agreement with the City of Johns Creek that is in keeping with the Hotel/Motel Tax Law that any expenditure of tax dollars has to be covered in a contract. Once approved by the CVB, this agreement will be placed on the Council Agenda for their consideration. Board Member Harris motioned, seconded by Board Member Patel to approve the CVB Agreement as presented by Attorney Felgin. There being no further discussion, the motion carried unanimously.

OTHER BUSINESS: Discussion was held regarding participating with the SELC tournament and board members reviewed the promotional budget and outlined what the CVB would like to have listed in any agreement. The general consensus that it is money well spent; creates more CVB visibility; it is becoming more of a community event; and it puts heads in beds, etc. Further discussion was held on what the CVB requires to be a Title Sponsor. Board Member Patel motioned, seconded by Board Member Cecere to approve the expenditure of no more than \$10,000 as the Title Sponsor of the upcoming 2010 SELC Tournament to include all noted changes as approved by this board. The motion carried unanimously. Chairperson Miller explained she will present the board’s request to the SELC committee and will bring an update back.

Board Member Harris asked for discussion and review of the Parade Banners and how the colors are off. Chairperson Miller asked City Clerk to touch base with Mrs. Ekdahl.

City Clerk Jones informed the board the CVB has received their Tax Exempt Certificate.

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:

Bev Miller, Chairperson

Monte Vavra, Secretary/Treasurer