

**JOHNS CREEK CONVENTION**  
**AND VISITORS BUREAU**  
**December 18, 2009 SPECIAL CALLED MEETING**

The City of Johns Creek Convention and Visitors Bureau held a Special Called Meeting on Friday, December 18, 2009 at 8:30am. The meeting was held in the Taylor Conference Room at Johns Creek City Hall, located at 12000 Findley Road, Johns Creek, GA 30097. The purposed of this Special Called Meeting was to consider CVB advertisements and was open to the public.

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

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

As Board Member Cecere was unavoidably delayed, the Special Called Meeting was called to order by Chairperson Miller at approximately 9:45am.

**NEW BUSINESS:** Chairperson Miller asked Mrs. Ekdahl to review the advertisement costs for the Newcomer Magazine. Mrs. Ekdahl explained the various options for CVB advertisement with the original true cost for the inside front cover full-page ad for four issues @ \$9,720; other options would be \$7,640 for four issues of full page ad not in a prime spot/front cover; a ½ page ad in four issues is \$4,080; and two full page ads and two half-page ads would be \$6,820. The Newcomer is distributed all over town, the airport, real estate offices etc and published six times a year. The CVB ad would run in the Feb/Mar; the Apr/May; the Jun/Jul and one other for four issues. Newcomer would create the ad; board will have final approval and it will include hotel and CVB logos.

Board Member Harris asked if this is out of the advertising or marketing budget, Chairperson explained this comes out of the \$50,000 advertising budget, but we don't know what we are spending on collateral. When asked about other upcoming advertisements, Mrs. Ekdahl explained about advertising for the PGA, an upcoming professional tennis tournament at Atlanta Athletic Club and the possibility of creating two separate line items-one for international advertisement and one for national advertisements or if there is a possibility of creating a special project line item in the budget. Chairperson Miller explained the board can always review the budget at midyear.

Board Member Harris motioned, seconded by Board Member Cecere to first negotiate for four full page ads, not necessarily premium locations not to exceed \$6,820 to include the design; the second option would be for two full page ads and two half-page ads at no more than \$6,820 (ad design included). There being no further discussion, the motion carried unanimously.

Mrs. Ekdahl explained she had approved the banner advertisement made by Signs by Tomorrow; they will work on remaking the banners however using glossy coated paper the saturation is different. The remake will not be free; he is working with the mgr to see what they can do. Board Members expressed disappointed on the work and would like the banners redone at no cost.

Mrs. Ekdahl asked about photos for Eye-Click for the tri-fold and the possibility of working with the city to have a photographer take a spring and fall set of pictures and split the cost. It was recommended Mrs. Ekdahl speak with Bill Doughty and Rosemary Taylor.

Chairperson Miller explained the board just received the SELC Sponsorship Agreement and this will be on the next agenda.

Board Member Harris motioned, seconded by Board Member Cecere 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