

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
January 13, 2009 Meeting Minutes

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, January 13, 2009 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
Sean Cecere, Board Member
Monte Vavra, Board Member
Bev Miller, Chairperson

CITY STAFF PRESENT: Joan Jones, City Clerk
Scott Hastey, City Attorney

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

MINUTES: Board Member Harris, seconded by Board Member Vavra, motioned to approve the December 9, 2008 Meeting Minutes as presented. The motion carried unanimously.

REPORTS & PRESENTATION: Treasurer Vavra reviewed the **Financial Statements** and outlined the expenditures and revenues. He explained this is the Fund Balance thru December and the wording "September 2008" was incorrect. Revenues were down somewhat in December; Board Member Cecere said the hotel stay is light during the months of December and October.

OLD BUSINESS: Discussion was held on **Collateral Materials** and the **Website**. The following information will be emailed to the Webmaster for web content development: the CVB By-Laws; the Meeting Calendar; Approved Minutes; Map of the City showing the hotels and parks.

Discussion and review was held on the draft JCCVB letter to be mailed out to area businesses asking for information and their permission to be on the CVB website. Board Member Harris presented information she received from Roswell's CVB regarding their *Marketing Partner Program*. It is a letter and an application requesting information from the areas business community, a description of the business, address, etc. The Roswell CVB charges the business an annual fee of \$50.00. The cost covers listing in their Official Guide to Roswell, internet exposure, Visitor Information exposure and the possibility of using the CVB logo with their marketing. In addition, the Roswell CVB hosts a Community Awards Banquet and invites the marketer to their special events. Portions of the questionnaire will be incorporated in the JC CVB letter which will be mailed out to Johns Creek businesses.

Chairperson Miller updated the board on her meeting with the JCBA regarding possible partnership in the development of the Johns Creek Guidebook. The Johns Creek Business Association agreed it would be a good partnership for both entities. Discussion was held on layout/pages/placement of logo in the guidebook. Chairperson Miller reminded everyone the cost of a 2 page layout is \$4000, the CVB logo would be on the front cover and this guidebook would be great collateral material for the CVB as it is updated each year. Board Member Cecere motioned, seconded by Board Member Harris to authorize the expenditure of placing a two (2) page advertisement in the upcoming Johns Creek Guidebook with a cost not to exceed \$4,000. The motion carried unanimously.

Discussion was held on the collateral material needed for the upcoming SELC 2009 Lacrosse Tournament. Board Member Vavra motioned, seconded by Board Member Harris to authorize the Chairperson to contact Diane Stone of Projects Plus to possibly design and print the brochure materials for the SELC Lacrosse Tournament, subject to the time frame necessary and expenditure not to exceed \$2,500. The motion carried unanimously.

NEW BUSINESS: Chairperson Miller presented the **Marketing Plan** information she has received from Appen Newspaper, Inc., Sonarconnects, and Printing estimates from 8 Consulting, LLC. Discussion was held on each vendor, each vendor has not designed a Marketing Plan for a CVB. Appen would use their in-house staffing, Sonarconnects would subcontract the work, and both would be turnkey operations. In addition, discussion was held about contacting Diane Stone, Projects Plus for information. Chairperson Miller will contact each vendor and invite them to give a presentation to the board at the February 10th meeting.

Chairperson Miller requested the agenda item **Recruitment Advertisement** be table until the next meeting. Board Member Vavra motioned the discussion of a Recruitment Advertisement be tabled until the next meeting on February 10th. Board Member Harris seconded. The motion carried unanimously.

OTHER BUSINESS: Discussion was held regarding February 10th's Agenda. The Marketing Plan vendors will be asked to make a formal presentation at that time.

No Public Comments.

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

Approved:

Attest:

Bev Miller, Chairperson

Monte Vavra, Secretary/Treasurer