

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
February 10, 2009 Meeting Minutes

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, February 10, 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
Max Patel, Board Member
Monte Vavra, Board Member
Bev Miller, Chairperson

CITY STAFF PRESENT: Joan Jones, City Clerk
Lenny Felgin, City Attorney

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

MINUTES: Board Member Harris, seconded by Board Member Cecere, motioned to approve the January 13, 2009 Meeting Minutes as amended. The motion carried unanimously.

REPORTS & PRESENTATION: Treasurer Vavra explained to the board he was waiting on additional figures and will send out the monthly financial reports once they are completed.

Chairperson Miller explained three vendors are here to present their proposals for the development of the CVB Marketing Plan and asked to move the Development of CVB Marketing Plan Agenda Item to follow the presentations. There was consensus to place this agenda item after Reports and Presentation.

Tony DeFeria, General Manager of Appen Newspaper outlined his proposal for the CVB Marketing Plan; explaining the various resources available, i.e., custom publishing, experienced writers, in house production, campaign creations, etc. Mr. DeFeria explained the advantages of partnering with Appen to develop and promote the CVB. Discussion was held on what is expected from the CVB and Appen in the development of this plan.

Diane Stone, owner of Projects Plus outlined her proposal for the CVB Marketing Plan; explaining the need for a strategic planning session to determine the CVB's target market, development of a mission statement and finally goal setting. She explained the Marketing Plan would be developed by using this process; creating action plans on how to achieve the goals (both long and short term). Discussion was held on what is expected from the CVB and Projects Plus in the development of this plan.

Scott Dunn and John Wieschhaus with SONARconnect outlined their proposal, via a power point presentation for the development of the CVB Marketing Plan. Mr. Dunn reviewed the history of the company and how it has successfully developed marketing plans. He explained that by helping to define the CVB's goals and their target market, SONARconnect's team of marketing/advertising experts, would create collateral materials and advertising campaigns to promote Johns Creek. Discussion was held on what is expected from the CVB and SONARconnect in the development of this plan.

A general discussion was held on the presentations given by Appen Newspaper, Projects Plus and SONARconnect, i.e. the pros and cons of each company, their cost, their availability, support and the need for a turn-key **development of CVB Marketing Plan**. In addition, the length of the marketing plan, and the cost of collateral/materials and ownership of collateral and the review of the requirements as set forth in the CVB purchasing policy was discussed. Board Member Vavra motioned, seconded by Board Member Harris to authorize the Chairperson the ability to pursue a contract agreement with SONARconnect and to extend the contract from 12 months to at least an 18 month period with no cost increase, to develop a Marketing Plan for the next 12 to 18 months; and to get the cost of the development of a "timeless" brochure with one/two inserts. The motion carried unanimously.

Chairperson Miller explained she will also get a time frame for this project.

OLD BUSINESS: Board Members reviewed and made changes to the following collateral and materials: letter and information forms going out to businesses targeting the hospitality areas for the CVB website and a brochure for the SELC Tournament.

NEW BUSINESS: Chairperson Miller reviewed input from the board members regarding a **Recruitment Advertisement**, i.e. administrative duties, research, website submittal, etc. Discussion was held on this person's duties; if they would be a contract employee, hourly vs. salary employee, attend outside functions, research events. Attorney Felgin and Treasurer Vavra reviewed the process in hiring a company or individual person, a temporary agency, a sole proprietorship or an Independent Contractor and what constitutes Professional Services. This position would be a part time position (20 hours a week), paid a monthly flat fee. An ad will be drafted and reviewed by the attorney and brought back for review and approval prior to advertisement.

OTHER BUSINESS: Discussion was held on the partnership with the Johns Creek Business Association on the upcoming Johns Creek Guidebook and Board Member Patel updated the members the Johns Creek Chamber of Commerce is soliciting for advertisements for an upcoming project. City Clerk informed members of the upcoming Georgia Convention and Tourism Training and Workshop that will be held at Jekyll Island beginning March 9th.

No Public Comments.

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

Approved:

Attest:

Bev Miller, Chairperson

Monte Vavra, Secretary/Treasurer