

**JOHNS CREEK CONVENTION**  
**AND VISITORS BUREAU**  
**March 10, 2009 Meeting Minutes**

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, March 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:** Sean Cecere, Board Member  
Margaret Harris, Board Member  
Max Patel, Vice Chairman  
Monte Vavra, Sec. /Treasurer  
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 February 13, 2009 Meeting Minutes as presented. The motion carried unanimously.

**REPORTS & PRESENTATION:** Treasurer Vavra reviewed the monthly financial reports as of February 09. He explained revenues are down somewhat and explained the E&O Insurance is up for renewal, he estimates it will be approximately the same as last year around \$1,000.

**OLD BUSINESS:** Attorney Felgin reviewed the Master Service Agreement which is the framework of how CVB will work with SONARConnect. The Statement of Work for the **Marketing Plan** with SONARConnect will be more definitive as to what services will be provided, third party payments (CVB would not be responsible for third party pymt) indemnities clause, copyright laws, confidentiality. This Master Service Agreement could be a generic agreement with the Statement of Work prevailing as to specific requirements. Chairperson Miller would like to sign this agreement prior to the next meeting. Board Member Harris motioned, seconded by Board Member Cecere to approve this Master Service Agreement contingent upon any feedback from board members within 48 hours for any changes. The motion carried unanimously. Attorney Felgin will make necessary changes to the Agreement.

Chairperson Miller asked for meeting dates to meet with SONARConnect to work on the Marketing Plan, Friday March 20<sup>th</sup> or March 23<sup>rd</sup>. Clerk Jones will email confirmation once date/time set with SONARConnect.

**Recruitment Advertisement** (Job Description) was reviewed, estimated 20 hours weekly with a flat monthly fee. Discussion was held on duties; if they would be a contract employee, hourly vs. salary employee, attend outside functions, research events. Further discussion was held on 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 would be for contract services, once ad finalized, it will run in the Johns Creek Herald. Attorney Felgin will draft a third party contract agreement, which he recommends a contract with an independent contractor.

**NEW BUSINESS:** Discussion was held regarding the cost to develop a two page advertisement, the need for new materials/pictures and the need for a quality advertisement as this is the first ad by the CVB. Distribution, due date, need for a mission statement, photography were discussed for this advertisement. SONARConnect will give board members a creative brief to complete prior to the next meeting for input in the ad development. Chairperson Miller will confirm when material is needed for publication.

**OTHER BUSINESS:** Board Member Harris reviewed her experience with “Marietta Slam” which is a tennis tournament sponsored by the Marietta CVB. Discussion was held on the possibility of this CVB sponsoring an upcoming tennis tournament at the Atlanta Athletic Club that would be tied to the U.S. Open, specifically the cost, approximately \$50,000 and the need for hard center courts. No action taken at this time.

Board Member Patel presented information regarding advertisement space (approximately \$319.00) on the upcoming City of Duluth Map. He thought it may help get the word out where Johns Creek is located and hotel opportunities. Discussion was held on the cost and how the map would highlight Johns Creek and the hotel locations. Board Member Patel will research and bring info back to the board.

**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:

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Bev Miller, Chairperson

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Monte Vavra, Secretary/Treasurer