

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
March 20, 2009
SPECIAL CALLED MEETING

The City of Johns Creek Convention and Visitors Bureau held a Special Called Meeting on Friday, March 20, 2009 at 8:30am. The meeting was held at 12000 Findley Road, Suite 300, Johns Creek, GA 30097. The meeting was open to the public.

MEMBERS PRESENT: Margaret Harris, Board Member
Sean Cecere, 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.

OLD BUSINESS: A brief discussion was held on what type of ad for the upcoming Johns Creek Guidebook. A review of the price quote (\$4,300) from SONARConnect and what it entails was discussed (CVB will own property/components–graphic/layout/design of all three ads, SONARConnect will have access to pictures. Board Member Harris motioned, seconded by Board Member Vavra to approve contract, not to exceed \$5,000 with SONARConnect for the Johns Creek Guidebook advertisement. The motion carried unanimously. Board Member Harris will be point person for this project and working with Scott Dunn.

NEW BUSINESS: SONARConnect representatives Scott Dunn, George Lemmond, and John Wieschhaus outlined what a Marketing Plan is, what we have and how do we sell it. Board Members worked on providing feedback such as their objectives, problems facing the CVB, strengths, weakness, opportunities and threats to marketing Johns Creek as a place to stay and visit. Discussion was held on how to locate Johns Creek and make it standout, provide family getaway opportunities, and ways to have the business traveler to arrive early or to stay an extra day. The need for a conference or convention center, to utilize the surrounding assets, partnering with other CVBs, and how we can create an image that will entice people (local and visitors alike) to enjoy all Johns Creek has to offer.

The Marketing Plan timeline was reviewed. SONARConnect will gather information from various community leaders; will interview hotel guests, review information from city documents, i.e. comprehensive plan, surrounding businesses and bring back ideas for the board to review and discuss. A tentative meeting for Monday, March 23rd 10:00 was scheduled. An email will be sent out once confirmed and newspaper will be notified.

OTHER BUSINESS: Board Member Patel updated the members on the Georgia Tourist Guide (Map) advertisement.

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