

**JOHNS CREEK CONVENTION**  
**AND VISITORS BUREAU**  
**March 23, 2009**  
**SPECIAL CALLED MEETING**

The City of Johns Creek Convention and Visitors Bureau held a Special Called Meeting on Monday, March 23, 2009 at 10:00am. 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:** No Old Business.

**NEW BUSINESS:** SONARConnect representatives Scott Dunn, George Lemmond, and John Wieschhaus and Lee Gibson discussed with the board the Marketing Plan; how to determine your target market, better identification need for Johns Creek and what do we want people to think about Johns Creek; how do we want visitors to feel about Johns Creek with the main goal of putting “heads in beds”. Mr. Gibson voiced concern about the current tagline of Convenience, Choice, Connection and how Johns Creek needs to be associated with known things, i.e. the river. The areas Green space, the Fortune 500 Companies located here, no skyscrapers, quiet and clean place, being a safe place so close to Atlanta-all this can be borrowed equity to build upon. Review of needed information of what the board wants on the advertisement, i.e. phone number, website, address, links to hotels, etc.

**OTHER BUSINESS:** Board Member Patel updated the board with the Georgia Tourism/Duluth Map; the company is fine with printing hotel information, and having Johns Creek name on the map. The draft is being developed at this time.

Discussion was held on having another Special Called Meeting to follow up with Marketing Plan, a date and time of April 8<sup>th</sup> at 1:00pm was determined and the meeting will be held at the Hilton Garden Inn. A notice will be sent out and posted.

There being no further business, Board Member Harris motioned, seconded by Board Member Vavra 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