

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
April 8, 2009
SPECIAL CALLED MEETING

The City of Johns Creek Convention and Visitors Bureau held a Special Called Meeting on Wednesday, April 8, 2009 at 1:00pm. The meeting was held at the Atlanta Hilton Garden Inn/Johns Creek, 11695 Medlock Bridge Road, Johns Creek, GA 30097. The meeting was open to the public.

MEMBERS PRESENT: Margaret Harris, Board Member
Sean Cecere, Board Member (Absent)
Max Patel, Board Member
Monte Vavra, Board Member
Bev Miller, Chairperson

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

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

OLD BUSINESS: Board Member Vavra presented draft of public notice for Administrative Services. Discussion was held on the contracting for these services and not hiring an “employee” in the traditional sense. Scope of services reviewed, would require approximately 20 hours a week, paid a monthly flat fee, ad to be placed in Johns Creek Herald next week.

NEW BUSINESS: Sonarconnects representatives, Scott Dunn, George Lawson, and John Wieschhaus presented their Creative Brief and six different concepts for advertisement to the board members. Mr. Wieschhaus explained when designing an ad, you want something that will get attention, say something interesting, be credible, create desire and a call to action. In addition to knowing what needs to be said, who the competition is, who the target audience is and what is it you want them to understand, helps to develop of an effective advertisement.

Discussion was held on the various ads and their statement, each concept depicting Johns Creek as a “Safe, Serene and Central” place. A review of how photos are obtained and the cost associated with the photography, staging for photographs, target audience as it relates to the Johns Creek Guidebook. In addition, the placement of the ad was discussed, would prefer the first four pages, along with the possibility of future billboard advertisements. A review of Johns Creek’s CVB tagline, Convenience, Choice, Connection, was held as the concept designs utilize the wording Safe, Serene, Central and not the current tagline. In developing a marketing plan, Mr. Lawson reiterated the need to be consistent, use the creative brief with your message and develop an action plan.

The board narrowed down their choices and SONARconnect will bring back a more detailed advertisement for their consideration.

OTHER BUSINESS: Chairperson Miller presented information regarding an upcoming Movie Premier in conjunction with Daza Dance Company (located in Johns Creek) and the request to help promotion by sponsoring limousine services for this premiere to be held at the Regal Cinema in town. Board determined no promotional assistance for this event.

Discussion was held on various materials for the upcoming SELC tournament, i.e. pens, koozies, visors, bags. Board Member Harris will develop a draft for the CVB advertisement for their program. The SELC tournament will be discussed in more detail at the regular monthly meeting on April 14th.

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