

**JOHNS CREEK CONVENTION
AND VISITORS BUREAU
May 12, 2009 MEETING**

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, May 12, 2009 at 3:00pm. The meeting was held in the Taylor Conference Room at Johns Creek City Hall, located at 12000 Findley Road, Johns Creek, GA 30097. The meeting was open to the public.

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

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

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

MINUTES: Board Member Patel motioned, seconded by Board Member Cecere to approve the April 14, 2009 Minutes as presented. The motion carried unanimously.

REPORTS and PRESENTATIONS: The monthly financials will be sent out electronically as Treasurer Vavra was unavailable to attend this meeting.

OLD BUSINESS: Chairperson Miller advised the board she and Board Member Harris have been in contact with Scott Dunn of SONARconnects regarding the **Marketing Plan**. The plan is in the preliminary stage, but will be presented at the June meeting.

Discussion was held on the **Guidebook Ad** and the issues surrounding the development of this advertisement. Concern was voiced on the process and communication. On a separate issue with advertising in the guidebook, Board Members Cecere and Patel informed the board about the solicitation they have received from Brian Bodkin.

Chairperson Miller asked for board feedback regarding **Chamber Memberships** and what, if any benefits this may bring to the CVB and the CVB's goals of putting "heads in beds". After discussion, it was determined the CVB will not join a Chamber at this time.

Due to time constraints, Chairperson Miller requested to address **OTHER BUSINESS** at this time for a presentation on a Hospitality Highway Century Ride. There was no objection from the board to proceed with Other Business. Chairperson Miller introduced Johns Creek Communication Director, Bill Doughty who presented information on the upcoming Hospitality Highway Century Ride. This is a 100 mile bicycle ride with various routes through areas of Sandy Springs, Milton, Roswell, Alpharetta and Johns Creek, including a portion of Highway 400. The CVB's of these cities are working together to promote this event, possibly providing a

backpack with each CVB logo represented. This event is scheduled for July 12, 2009 and they are projecting approximately 500 riders. Discussion was held on how this event would give visibility to the CVB and Johns Creek, build relationships with neighboring CVBs, the Johns Creek route and the requested funding. Board Member Cecere motioned, seconded by Board Member Patel to approve the expenditure of \$750.00 to support the Hospitality Highway Century Ride. The motion carried unanimously.

NEW BUSINESS: Discussion was held on the recent **SELC** (South East Lacrosse Championship) held at Northview High School of which the CVB was a Title Sponsor. Feedback was given on the attendance, banners and what the CVB could do better next year, i.e. the bags and koozies were successfully, the need for more interaction with visitors, bottled water with CVB label, and various giveaways.

Board Member Cecere gave an update on the recent **Movie Premiere** of “Love N’ Dancing” held in Johns Creek at the Regal Cinema on Medlock Bridge Road.

Chairperson Miller informed the board that Phil McCarne would like to address the board regarding his **Sports Marketing** Firm. It was determined to invite him to speak after the Marketing Plan has been adopted.

Chairperson Miller updated the board on the recent zoning hearings on the development of a new hotel at **Johns Creek Walk II**. She explained the approved zoning conditions by the Mayor and Council leaves the option of having one full service hotel that includes banquet areas, convention space, etc, or the possibility of two hotels with one being an extended stay. Developer Richard Aaronson is working towards having a full service hotel.

Discussion was held on the **Administrative Services Applications** and a committee comprised of Board Member Cecere and Harris will review the applications and bring back their recommendation to the board. Chairperson Miller asked Clerk Jones to assist this committee.

There being no other business and no **PUBLIC COMMENT**, Board Member Cecere motioned, seconded by Board Member Patel to adjourn the meeting. The motion carried unanimously and the meeting was adjourned.

Approved:

Bev Miller, Chairperson

Attest:

Monte Vavra, Secretary/Treasurer