

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
June 16, 2009 MEETING

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, June 16, 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 (Absent)
Monte Vavra, Board Member
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 Vavra to approve the May 12, 2009 Minutes as presented. The motion carried unanimously.

REPORTS and PRESENTATIONS: Treasurer Vavra reviewed the May monthly financials and handed out April financials, even though April had been sent electronically, he wanted to make sure everyone had a chance to review for any comments or questions.

Chairperson Miller introduced Phil McCarne, with Sports Marketing. He was in attendance to learn more about the CVB. She thanked Bill Doughty for attending.

OLD BUSINESS: Scott Dunn of SONARconnects presented a power point on the **Marketing Plan**, he explained due to a technical difficulty no copies were available for the board; he will email the documents to Joanie to disperse. He reviewed the purpose of the Johns Creek Visitors Bureau; marketing to put "Heads in Beds" on Friday, Saturday and Sunday; outlining the strengths and weaknesses in promoting Johns Creek. The CVB would need to utilize every surrounding resource and opportunity to promote Johns Creek, i.e. the upcoming PGA Tournament, the Chattahoochee River, the scouting programs.

Mr. Dunn introduced a positioning statement how promoting Johns Creek as a starting point for everything in the North Fulton community and the Atlanta area. Whatever the target market; the positioning statement "Johns Creek is the starting point, i.e. for your wedding, for your reunion, etc" will be used. Discussion was held on the difference between a positioning statement and tagline. This is the campaign for the CVB. All advertising, all media will have Johns Creek, the Starting Point." He outlined how other regional cities are promoting their areas, i.e. Chattanooga, the Carolinas talking about golfing, close proximity, the CVB can capitalizing on name brands on what Atlanta has to offer. A campaign would be launched to the local residents,

educating them to know the city offers, possibility putting together weekend packages, the realtors and businesses are great resources for the CVB. Creating literature that is current and focuses on what our city and hotel offers.

The action steps were reviewed, i.e. website, phone number, personnel, marketing material and advertising in central areas like Charlotte and Chattanooga because of their proximity, creating signature events such as a Hot-Air Balloon Festival, Park Festivals, Cycling Events, things to put Johns Creek on the map. These events can be contracted out to provide the services. The part time person can help put packages of information together as to what Johns Creek has to offer. Budgets have yet to be developed for these events and campaigns. Measurements need to be put in place to determine what is working, what is not working and make adjustments to increase the hotel occupancy. This marketing plan will show what area the CVB will target and how to go after the target.

Chairperson Miller requested time line, specifics and details. Mr. Dunn explained they will be in place once the event(s) have been determined; he will create bullet points on how to reach target markets. Board Member Patel expressed that having two hotels is a disadvantage in addition to citizens not realizing the hotels are here. Discussion was held on how to advertise and what to focus on. Board Member Vavra addressed concerns that the positioning statement seems to lean more towards the city, and would like to see options on how this campaign would work. He would like to see the document in hand in order to have time to study this draft.

NEW BUSINESS: Discussion was held on review of the administrative resumes, to determine if a new advertisement is needed asking for more marketing skills. It was determined to not place a new advertisement and to set up the interviews at the end of the next meeting. Attorney Felgin explained the process of Executive Session, which is governed by the Open Meetings Law, but as a 501(c) he feels the staff of a governing authority and two board members would be able to handle the interviews and not have to have an official meeting. Chairperson Miller asked that Board Members Harris and Cecere along with City Clerk to interview the applicants and make their recommendation to the board.

OTHER BUSINESS: Chairperson Miller showed the backpack with the CVB's logo that will be given out at the Century Ride at the end of July and gave an update that the Johns Creek Chamber will have Artisan's coming from out of state for the Arts in Johns Creek. Discussion was held on the branding side and how this would help get the CVB name out, sponsor prices were reviewed. Board Member Patel motioned, seconded by Board Member Vavra, to approve the \$300.00 expenditure as a Gold Sponsor, which will include a CVB banner and hotel information that will be placed in the event packet mail out. The motion carried unanimously. Chairperson Miller asked the board for dates they may be available to have County Line Magazine to take CVB Board picture for the September article. The week of June 22nd would be best for all.

Board Member Vavra brought up the idea for this board to keep in mind the 2011 PGA tournament and the CVB involvement. Chairperson Miller explained work is underway to make sure that Johns Creek name is on all branding for this. Board Member Patel updated the board on the map and will follow up.

Clerk Jones handed out a print out Atlanta Metro Travel showing what types of events and linking the city website calendar to the CVB website. She will bring information on the fall Tourism Conference at the next meeting.

PUBLIC COMMENT: Phil McCarne addressed the board and thanked them for inviting him to the meeting. His company, Sports Marketing Entertainment is working to market the PGA. He has worked with the Greensboro's Sports Commissions, and explained that Sports Commissions help to promote sporting events in the area and can work with CVB have to help promote the city.

Board Member Vavra 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