

**JOHNS CREEK CONVENTION**  
**AND VISITORS BUREAU**  
**July 14, 2009 MEETING**

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, July 14, 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  
Sean Cecere, Board Member  
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 Vavra motioned, seconded by Board Member Cecere to approve the June 16, 2009 Minutes as presented. There being no discussion, the motion carried unanimously.

**REPORTS and PRESENTATIONS:** Treasurer Vavra reviewed the June 2009 Financials. Chairperson Miller asked about the recent audit report presented to council that referenced the Hotel/Motel Tax. Treasurer Vavra explained the auditor's comment reflect the city process and did not affect the CVB's financials. A brief discussion was held on the upcoming PGA Tour in August of 2011 and the long range financial/budgetary needs to help promote this event. Chairperson Miller explained the Atlanta Athletic Club is on board with working with the CVB and the City to help promote the tournament, however the cost for the various levels of sponsorship have not been finalized. In addition, she reminded the board that Phil McCarne with Sports Marketing, who attended the last CVB meeting, will be marketing the PGA. There was no further discussion regarding the June Financials.

**OLD BUSINESS:** Chairperson Miller presented a handout from SONARconnects with specific strategies and tactics to bring events into the City of Johns Creek and asked for their feedback. A general discussion was held on the process and the lack of hard copy materials and the marketing plan to review. The development of collateral (target market); complete development of the website, acquiring a phone number, and providing a list to Scott Dunn about what the board expects in order to have a complete marketing plan. The prototype of a folder that will be mailed to the upcoming artists coming from the Johns Creek Arts Festival was reviewed. Board Member Harris explained having the contractor and having the website is more important than a phone number. The preparation of various materials, i.e., wedding, family reunions, etc and at the same time sending out letters/strategic ads to get the word out the CVB is here is needed. Board Member Vavra voiced that a 1-800 number is important, routing the call to a center or

person. The board reviewed the website draft, made recommendations for changes, i.e. the tagline, connecting the city's calendar events, switching the tabs to *Places to Stay* and placing the links to the hotels, placing logos under *Things to Do*, have drop downs with the tabs and curve the tabs somewhat etc. There was a discussion of having a conference call with the webmaster at a future meeting. Chairperson Miller will follow up with Scott Dunn to get a copy of a Marketing Plan to the board and to incorporate these strategies into the plan. In addition she outlined ideas from Phil McCarne that included a listing of long and short term goals; needs to be data driven, work with established organizations show casing Johns Creek, host event planners, identifying physical assets focusing on what we have, need to consider volunteers, look at city's identity, etc.

**NEW BUSINESS:** Board Member Cecere updated the board a second interview will be set up for the Independent Contract for **Administrative Services** and the board reviewed the set of interview questions, including a scenario letter developed by the applicant to educate the citizens the CVB is available. It was made clear to the applicant there are no benefits and the contractor needs own equipment. Board Member Harris reviewed the initial interview questions to the board and updated the board on the interview process with the strengths and weaknesses of each person. The board discussed their priority for administrative and/or marketing person, the need to have a person handle the administrative side and the marketing/creative side, someone to see the big picture, someone to go out to talk to the business and community. The interview questions will go out to the applicants and when the scenario letter is received from the applicant, it will be forwarded to all board members with the follow up interviews to be set for August 5<sup>th</sup>. The budget for this independent contractor is a flat \$1,500.00 a month with an estimated 20 hour work load with a future plan of having this contractor work in a CVB office.

The board reviewed the course schedule and speakers information for the upcoming **Georgia Governor's Tourism Conference** to be held August 31<sup>st</sup> thru September 2<sup>nd</sup> at Lake Lanier Islands Resort. Board Members Cecere, Harris and Chairperson Miller will attend sessions on Tuesday, September 1<sup>st</sup> and bring an update to the full board. Clerk Jones presented handouts on general information of Georgia Tourism. Name tags will be ordered.

**OTHER BUSINESS:** The board reviewed the Guidebook. Board Member Patel will follow up with the Map Advertisement and send an update to the board for review and feedback.

**PUBLIC COMMENT:** Debbie Lanham with Appen Newspaper addressed the board and offered her services as she has a marketing background. Chairperson Miller thanked her for coming and explained the board looks forward to partnering with the JC Herald.

Board Member Vavra motioned, seconded by Board Member Harris to adjourn the meeting. 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