

**JOHNS CREEK CONVENTION**  
**AND VISITORS BUREAU**  
**August 11, 2009 MEETING**

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, August 11, 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  
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 Harris motioned, seconded by Board Member Cecere to approve the July 14, 2009 Minutes as presented. There being no discussion, the motion carried unanimously.

**REPORTS and PRESENTATIONS:** Treasurer Vavra was unable to make this meeting, the monthly financials will be sent out to the board for consideration at the next meeting. Board Member Harris presented information regarding a possible breakdown of certain line item for the budget, i.e. adding line items for contractor and the PGA and reallocation of the funds. There was discussion of creating a line item for collateral, the creation of a long term financial plan. Chairperson Miller will touch base with Monte on this and place it on the next agenda.

**OLD BUSINESS:** Chairperson Miller apologized for getting the Marketing Plan to the board so late; she would like the board to determine what the next steps should be, determine the CVB priorities and give SONARconnects specifics about what this board wants to do and to have SONARconnects give the board a timeline and process on how to get there. The Marketing Plan was reviewed for changes, additions, and deletions, i.e., branding, specifics for programs, gateways, etc. Discussion was held on how to approach the target areas, which ones to focus on first or to do simultaneously and to find out if there is a passion from the community to make sure we have the volunteer base to help with big events. Chairperson Miller asked for feedback on the strategies and tactics, Board Member Harris asked for clarification on the “yearly research studies”; Board Member Cecere asked about the EBC (Corporate Park) facility in Technology Park and the need for convention space.

The board reviewed the Action Steps as outlined in the Marketing Plan, the phone number, hiring a contractor for services, the development of collateral materials, etc. Chairperson Miller showed the board the white tri-fold and what information went into this packet that was sent out to the participants for the Arts Creek. A brief discussion was had on the logo and the colors

used. A discussion was held on obtaining a phone number, the possibility of purchasing a cell phone, and how there are services that will receive and route the calls. Attorney Felgin agreed the CVB could purchase a cell phone, get a corporate line and the billing would come to the attention of Monte Vavra c/o the CVB. Discussion was held on telephone protocol, response time and the possibility of an answering service and placing guidelines within the scope of service for the Independent Contractor. At this time a cell phone is the best option until the board has visitors center. Chairperson Miller asked board to provide feedback on the action steps, she will clean it up and forward to SONARconnects.

## **NEW BUSINESS**

**INDEPENDENT CONTRACTOR for ADMINISTRATIVE SERVICES:** Board Member Cecere reviewed the Interview Committee's recommendation for Independent Contractor, explaining both contractors would be an asset to this board, each one bringing their own experience and style. Maggie Ekdahl is recommended by the committee based on her hotel experience, presentation of her organizational and computer skills, she comes highly recommended from her previous job, professional and knowledgeable. The board reviewed the Scope of Services for this contract, changes were made and the scope was finalized. Attorney Felgin explained the scope of services may be amended from time to time and will need to be signed off by both parties. Board Member Patel made a motion to approve the contract for Independent Contractor Maggie Ekdahl for the Administrative Services with the amended Scope of Services. Board Member Cecere seconded the motion. During discussion, clarification was made this motion would award the contract for Administrative Services to Maggie Ekdahl and approve the changes made to the Scope of Services associated with this contractor. The motion carried unanimously. Board Member Cecere will follow up with Mrs. Ekdahl.

**SPONSORSHIP OPPORTUNITIES:** Chairperson Miller explained she did not receive the information regarding the Centennial Ride event; she will bring back any information once she receives any info.

**MEET and GREET:** This will be a project assigned to Maggie Ekdahl. She will be in attendance at the next meeting.

**OTHER BUSINESS:** Board Member Cecere asked about the upcoming Arts on the Creek event the CVB is sponsoring, if we will have a booth, presence. Chairperson Miller will send the information to the members for time and place and will follow up to set up a schedule for the event.

Board Member Patel updated the board on the CVB logo-ad on the Duluth map.

Board Members reviewed the website and created a list of changes to be sent to the webmaster to update. They reviewed the home page, the tab placement, wording on the welcome letter, business information, hotel information, etc. Chairperson Miller will send out the checklist of the changes to the board and then forward to BlueBonnetDesigns. The board will try to compile pictures and event information to get it on the CVB web.

**PUBLIC COMMENT:** No Public Comment

Board Member Harris motioned, seconded by Board Member Cecere 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