

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
October 13, 2009 MEETING

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, October 13, 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: Sean Cecere, Board Member
Margaret Harris, Board Member
Max Patel, Board Member-Absent
Monte Vavra, Board Member
Bev Miller, Chairperson

OTHERS PRESENT: Maggie Ekdahl, Independent Contractor
Joan Jones, City Clerk
Lenny Felgin, Attorney

Chairperson Miller called the meeting to order, thanked everyone for attending and welcomed Johns Creek's Communication Director Bill Doughty and Appen Newspaper Liaison Deborah Lanham. She asked the board to consider moving the Agenda Item-Review and Consideration of Marketing Plan up as first item as Board Member Cecere has a previous commitment. Board Member Harris motioned, seconded by Board Member Cecere to amend the agenda as requested. The motion carried unanimously and the agenda was amended.

MINUTES: Board Member Cecere motioned, seconded by Board Member Harris to approve the September 8, 2009 Minutes as presented. There being no discussion, the motion carried unanimously.

MARKETING PLAN: Maggie Ekdahl explained she has been working with SONARconnect on the Marketing Plan and she reviewed the changes made to the draft plan, deletions and additions, scribner errors, changes were made to the Action Plan, etc. Discussion was held on how to measure the success of the marketing plan, and the Strategies and Tactics were reviewed and updated. Mrs. Ekdahl expressed her appreciation to the Sandy Springs Convention and Visitors Bureau as they have been a great resource. She presented various pamphlets and brochures on types of collateral material.

Discussion was held on the various ways to promote the hotels, i.e, website links, Attorney Felgin recommended not to have a Special Rates link to the hotels and the CVB is charged with tourism throughout the city. Chairperson Miller explained the Marketing Plan is a working document and will be reviewed yearly. She asked for continued feedback and requested Mrs. Ekdahl make the changes as outlined, then forward to the city clerk who will distribute to the board.

REPORTS and PRESENTATIONS: Treasurer Vavra reviewed the September 09 **Financial Statement**, explaining the city's year end close out may affect our final figure as the Hotel/Motel revenues come in.

Maggie Ekdahl gave a brief **Administrative Update** on the CVB's Facebook page, discussion was held on what is needed to keep the page fresh, i.e. pictures, event information such as the parade. It was determined the CVB does not want folks posting on the Facebook page at this time as it needs to be monitored. She reviewed how other cities are utilizing the web for links to hotel specials. She will follow-up at the next CVB meeting on other aspects of Social Media.

Board Member Harris updated the board about the **Economic Development Committee** meeting she recently attended. She outlined representatives from TPA, Atlanta Realtors, Johns Creek Chamber of Commerce, Johns Creek Business Association and the City Manager and Communications Director from the City of Johns Creek attended and they shared different ideas on how to "Brand the City". Discussion was held on hiring a consultant, gateway signage and at this point everyone will compile their collective materials and have a follow up meeting.

OTHER BUSINESS: Board Members made changes to the draft of their business cards. Clerk Jones presented the board members with a copy of the State of Georgia Retention Schedule and explained it will be on next month's agenda for consideration. Board Member Cecere presented pamphlets/calendars that he picked up on his recent convention in Fort Lauderdale. Chairperson Miller updated the board about her first planning meeting on the 2010 Johns Creek Guidebook. There was no other business.

PUBLIC COMMENT: No Public Comment

Board Member Vavra motioned, seconded by Board Member Harris to adjourn the meeting. The motion carried unanimously and the meeting was adjourned.

Approved:

Attest:

Bev Miller, Chairperson

Monte Vavra, Secretary/Treasurer