

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
January 12, 2010 MEETING

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, January 12, 2010 at 10:00am. 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
Monte Vavra, Board Member
Bev Miller, Chairperson

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

MINUTES: Board Member Harris motioned, seconded by Board Member Patel to approve the December 8, 2009 Minutes as amended and to approve the minutes of the December 18, 2009 Special Called Meeting as presented. There being no discussion, the motion carried unanimously.

REPORTS and PRESENTATIONS: Board Member Vavra explained that as he was not here at the previous meeting he wanted to review the 2009 October, November and December Financial Statements; wanting to make sure there were no questions or concerns from the board. He highlighted the revenues and expenditures from each month.

While awaiting the arrival of Mrs. Ekdahl, Chairperson Miller asked if Attorney Felgin could review the **SELC Sponsorship Agreement**. Hearing no objection from the board, Attorney Felgin reviewed the amended agreement and asked Chairperson Miller if in her discussion with the SELC if they agreed to the scope as compiled at the last CVB Meeting. Chairperson Miller explained the SELC was on board with the agreement; the Lanyard was the only item in question. Discussion was held on the various dates in the agreement, i.e., logo, tournament dates, etc. the location of the CVB tent (next to the hospitality tent); deletion of the \$10.00 notation; new banners, announcements, etc.

Board Member Vavra motioned, seconded by Board Member Cecere, to approve the SELC Sponsorship Agreement in the amount of \$10,000 dated 1/12/2010 with the following changes: delete the wording *sum of Ten Dollars* in paragraph 3; the sponsorship dates will be 4/23 through 4/25; Section I-B insert date 1/15/2010, for I-C and I-D insert date 4/15/2010; in Section II, item D, delete the wording *Three times the promotion* and insert the word “*new*” before the word banners; item G replace the wording *Concession Stand* with *Hospitality Tent* and delete the sentence *Items to be given away must be approved by the Host*; item J should be changed to read Two stadium press box announcements per game, for 8 games, for a total of 16 announcer

mentions over duration of tournament *with* a 20 second Big Screen Titan-tron ad; delete wording *time available for mention* and item N add the *wording subject to separate agreement by host*. The motion carried unanimously.

Chairperson Miller apprised the board she will follow up with Skip Schulz and get back with the board on anything further regarding this agreement.

Mrs. Ekdahl presented her **Administrative Update**, reviewing the NEWCOMER publication ad options for three full page ads (\$5,000) and to add one half-page ad (total \$5,800). She explained the need for a higher resolution of the logo and how the two hotel logos would be placed; the CVB would be responsible for the cost of the stock photos. The board reviewed the proof and some wording was changed and then asked Maggie to send out proofs once corrections are made. Discussion was held on the motion approved at the 12/18/09 meeting that included the cost for the ad (\$6,820) and the time frame as to when these ads will go out and the number of ads. Board Member Vavra voiced concern on how the tracking of this ad for effectiveness will be done and for that matter do we track how many hits our website receives. Maggie explained she will get with Karen at BlueBonnetDesign regarding website hits. The board reviewed the cost of continuing to purchase stock photos versus hiring a photographer and the possibility of partnering with the City of Johns Creek was discussed. Maggie will find out what type of latitude on how long the CVB will be able to utilize the stock photos, the costs and rights to the design. Board Member Vavra motioned, seconded by Board Member Harris to approve the expenditure for the Newcomer Magazine for three full page ads for the Feb/March, April/May, June/July issues and the purchase of three stock photos not to exceed a total price of \$6,820 (to include the ad design) with Maggie to check on the rights and length of time the CVB can use the photos and the rights to use the Newcomer Ad in other publications. The motion carried unanimously. The deadline for this ad is this Thursday; Maggie asked if the signed contract has been signed. Attorney Felgin will review contract while board resumed the meeting.

Mrs. Ekdahl gave an update on the effectiveness of the holiday ad that was placed in Appen Newspaper. Board Members Cecere and Patel both explained they received a few requests, but some folks may not have mentioned the advertisement. It was worth the cost to bring more awareness and gain exposure for the CVB. Discussion was held regarding running a spring-time ad for graduation, wedding, bar mitzvah, etc. Board Members asked Maggie to get with Appen and see what they can do with a black-n-white ad and get back with them on wedding, graduation, spring time advertisement.

Collateral marketing discussion was held, i.e. tri-fold and rack card. Maggie explained that Scott Aiken is looking for a signed agreement before committing to developing a tri-fold. She asked if the board would like the envelope/container design for the SELC, the consensus was not for this project. Also Maggie informed the board that Newcomer Publication would like to develop a guidebook; the CVB is working with the Chamber and the Johns Creek Business Association on a Guidebook. Chairperson Miller explained the proof of the Guidebook should be in by May. Discussion was held if the CVB can utilize the information to develop a possible pocket guide for city visitors. A Visitor's Guidebook discussion will be placed on a later agenda, Maggie will bring back some visitor guide samples.

Discussion was held on the possibility of the CVB hosting a regional CVB Meet & Greet in possibly mid to late February. City Clerk presented information on the GA CVB Winter Meeting that will be in February in Marietta. The Board will host the Meet-n-Greet with the neighboring CVB's in March tentatively on the 10th or 11th from 4:00-6:00pm. Discussion was held on the cost of this event. Board asked Maggie to get estimate on attendees, the host and cost for this project by the next meeting.

Mrs. Ekdahl asked about ordering the promo items for the SELC items, koozies, pens, new bags. The Board previously approved an expenditure of \$2,000. Maggie will get with Board Members Patel, Cecere and Harris to review the magnetic signs and banner as the company has agreed to redo these items at no cost. Maggie will let them know a time schedule. When asked about the name badges, she explained they will be ordered when promo items are ordered.

Board Member Harris informed the Board she is still waiting on a final copy of the Marketing Plan as she is working with the Economic Development Committee the city has formed. Chairperson Miller explained she has spoken with Scott Dunn regarding this. Maggie will follow up with SONARconnects.

Chairperson Miller asked if there was any opposition to hear **PUBLIC COMMENT** at this time. There being no opposition, she recognized Scott Kallish who addressed the Board regarding the "Arts on the Creek" Festival that will be held Labor Day Weekend. He explained the event and how artisans will be invited from various states to participate; marketing will be stepped up and started earlier this year. The Board agreed to have Maggie work with "Arts on the Creek".

OLD BUSINESS: No Old Business.

NEW BUSINESS: Chairperson Miller recommended the board table discussion of the **July 2010 Tennis Tournament** to the February Agenda as the final termination as to where the event will occur has not been made. This will be considered at the next meeting.

Chairperson Miller reminded everyone of what the CVB did last year with the **Johns Creek Guidebook**. She outlined and presented a copy of a letter that reflected needed changes before being sent out to their members. This letter was forwarded to the JCBA and the Chamber. She presented and reviewed a copy of the Terms of Agreement for three years between the JCBA, the JC Chamber, Publication Management and the CVB for the upcoming guidebook. Chairperson Miller reminded the board the CVB would not be compensated, that no revenues are expected. A brief discussion was held on what type of ad the CVB will place and where the ad will be placed in the guidebook and what the cost would be between a one and two page advertisement. Board Members reviewed options for the development of an ad; use current one; develop a new one, possibly use new brochure info/artwork. This will be discussed further at an upcoming meeting. The Board asked Maggie to speak with Eye Click and the freelancer that Chairperson Miller recommended along with Mr. Miesenhimer for the cost of a one page and a two page ad to place in the guidebook for the next month's agenda.

Review and discussion was held regarding the Eye-Click Media Agreement for the development of a tri-fold brochure (not including printing or photography). Board Member Harris

recommended as a rule the Board get two to three estimates on projects, i.e. printing etc. Board Member Patel motioned, seconded by Board Member Cecere to authorize the Chairperson to sign the EyeClick Media contract for the design and development of CVB tri-fold brochure not to exceed \$3,100.00. Under discussion, the time frame to receive the brochure was discussed as there is a need to get the brochure into the SELC packets going out. Board Member Harris asked Maggie to contact the SELC to find out when the packet material is needed. There was discussion of having a Special Called Meeting to review the concept design. There being no further discussion, the motion carried unanimously.

Chairperson Miller explained she will now open the floor for nominations for Chairperson, Vice-Chair and Secretary/Treasurer. Board Member Cecere nominated Margaret Harris to serve as Chair of the CVB. There being no further nominations, Board Member Cecere motioned, seconded by Board Member Patel to elect Margaret Harris to serve as Chairperson. The motion carried unanimously.

Chairperson Miller asked for nominations for Vice Chair. Board Member Vavra nominated Max Patel to serve as Vice Chair. There being no other nominations, Board Member Vavra motioned, seconded by Board Member Harris to nominate Max Patel as Vice Chairperson. The motion carried unanimously.

Chairperson Miller asked for nominations for Secretary/Treasurer. Board Member Harris nominated Monte Vavra to serve as Secretary/Treasurer. There being no further nominations, Board Member Harris motioned, seconded by Board Member Cecere to nominate Monte Vavra as Secretary/Treasurer. The motion carried unanimously.

Chairperson Miller congratulated everyone and explained she is looking forward to continue working as a member of this Board.

OTHER BUSINESS: City Clerk Jones reminded everyone about the upcoming GA CVB Winter Meeting in Marietta. It was determined Maggie Ekdahl will attend this conference. In addition, she asked if the board is interested in renewing the yearly membership of \$175.00 which the fee is based on the CVB budget. There was board consensus to renew the membership. There was discussion of GACVB Winter meeting dates, the possibility of attending just one day and/or changing the next CVB meeting date as both of these dates coincide. Maggie will speak with Scott Aiken to determine if he can have the brochure completed by Tuesday, February 2nd. At this time, the February meeting will be rescheduled for Tuesday, February 2nd at 10:00am.

Board Member Patel recommended that if we bid for a Photographer to make sure they submit samples of their work.

Board Member Vavra motioned, seconded by Board Member Patel to adjourn the meeting. Prior to the vote on this motion, Mrs. Ekdahl asked about the NEWCOMER Magazine contract. Chairperson Miller asked for a motion to reconvene the meeting to clarify the NEWCOMER Magazine contract. Board Member Harris motioned, seconded by Board Member Vavra to reconvene the meeting to discuss the NEWCOMER Magazine contract. This motion carried

unanimously. Chairperson Miller reviewed the changes (made by Attorney Felgin) to the contract as there was only one copy. Board Member Vavra motioned to approve the advertising contract with NEWCOMER Magazine, authorizing the Chairperson to sign the contract based on the final negotiations of ads and pricing as discussed earlier in this meeting and with the noted changes. Board Member Harris seconded the motion. The motion carried unanimously.

Chairperson Miller asked for any further business. There being no further business she called for a vote on the motion on the table which is Board Member Vavra motioned, seconded by Board Member Patel to adjourn this meeting. This motion carried unanimously and the meeting was adjourned.

Approved:

Attest:

Bev Miller, Chairperson

Monte Vavra, Secretary/Treasurer