

**JOHNS CREEK CONVENTION**  
**AND VISITORS BUREAU**  
**February 2, 2010 MEETING**

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, February 2, 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  
Bev Miller, Board Member  
Max Patel, Board Member  
Monte Vavra, Board Member  
Margaret Harris, Chairperson

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

**MINUTES:** Board Member Patel motioned, seconded by Board Member Vavra to approve the January 12, 2010 Minutes as amended. There being no further discussion, the motion carried unanimously.

**REPORTS and PRESENTATIONS:** **Eye-Click Media** representative Scott Aiken, presented information on tri-fold collateral material. He reviewed each panel and explained how the CVB colors are used consistently throughout; the map and how it can be utilized with various logos to show how convenient Johns Creek is to surrounding venues and attractions; the tri-fold uses a web icon arrow to remind everyone more information is available on the CVB website and he highlighted the points of interest within the greater Johns Creek area. The board reviewed each panel of the brochure, discussed and changed the points of interest, hotel information, wording, pictures, etc. During discussion on the points of interest, various venues and businesses were considered as to how visitors may use/enjoy the facilities, i.e. Sports Facilities, Parks, etc. Mrs. Ekdahl was asked to get travel distance information on the points of interest, PGA logo, verification of golf courses and to get web links to the hotels and their telephone numbers. The revised brochure will be sent out and comments would need to be directed to Mrs. Ekdahl (copy to Chairperson Harris) who will follow up with Mr. Aiken. This tri-fold can be expanded into a brochure to work in conjunction with the CVB website to continue to tell the story of Johns Creek, maybe even into a coffee table book for the hotel rooms to give more information to visitors. Mrs. Ekdahl will work on write up for the website and the locator map. Discussion was held on printing cost and the brochure's shelf life. Board Member Vavra explained we need to get three quotes for printing. The breaking point for printing is about 2,500, 5,000 and 10,000. Board Member Miller asked for the distribution points for this tri-fold. Mrs. Ekdahl will bring back three pricing quotes to the board.

Attorney Felgin reminded everyone about the danger of corresponding back and forth via email as it may constitute an open meeting. There is no voting or action on line. He recommended

replying directly to staff and copy Chairperson Harris, not to “Reply All”. Board Member Vavra reviewed the Purchasing Policy for informal bids, which states purchases between 5K and 20K have to have three informal bids. Board Member Patel motioned, seconded by Board Member Cecere to authorize the Chairperson to spend up to \$7,000 for printing of 5,000-10,000 copies of the final brochure after receiving the three informal bids. Under discussion, the motion was withdrawn by both Board Members Patel and Cecere. Board Member Vavra then motioned, seconded by Board Member Miller to give the Chairperson the authority to approve the informal bid of up to \$10,000 for the printing expenditure for the brochure. The motion carried unanimously.

There was a five minute recess.

Under **Administrative Updates** Maggie Ekdahl presented her report on the following:

- ◆The **SELC Tournament**-brochures needed for the packets-she will get firm deadline date from Mr. Peteuk who works with the SELC committee.
- ◆No action at this time on the **Arts on the Creek** festival, she reported the CVB will be asked to be a sponsor of this event. Item will be placed on an upcoming agenda.
- ◆As Maggie was unable to get to a Georgia Visitors Center, she requested the **Georgia Visitors Center** brochures be placed on the next month’s agenda. Board Member Miller volunteered to pick up brochures as she will be near a visitors center in the next couple of weeks. Consensus of board was to place on the next agenda.
- ◆Discussion was held on placing a **Spring-time Ad** in the Johns Creek Herald. The ad type, cost and time frame was reviewed. *Board Member Vavra motioned, seconded by Board Member Patel to place a Graduation ad in the Johns Creek Herald with the total cost of \$850.00, with the ad running once a week for eight weeks. Under discussion, the mock ad was reviewed for changes. There being no further discussion, the motion carried unanimously.*
- ◆Mrs. Ekdahl reported on her meeting with Brittney Gray and her offer to help with the **CVB Meet & Greet** Reception. The number of attendees, place and date will be considered at the next meeting.
- ◆Written report presented regarding the **PGA Tournament** and the use of the logo.
- ◆Board reviewed the information regarding **CVB Logo Shirts**, i.e. styles, color, pricing etc. Samples will be available at the next meeting for consideration.
- ◆Discussion was held regarding the purchase of Letterhead and Note cards. *Board Member Patel motioned, seconded by Board Member Miller to authorize the expenditure of up to \$1,000 for 200 Note Cards, 250 Letterhead with envelopes. Under discussion, there was consideration of the breaking price points and to have them at the next meeting. There being no further discussion, the motion carried unanimously.*

**OLD BUSINESS:** No Old Business.

**NEW BUSINESS:** Board Member Miller presented information regarding the **Johns Creek Guidebook Ad** and inquired whether the board would like a one or two page advertisement. Discussion was held on the location and pricing of the ad, the possibility of utilizing the recent Newcomer’s ad and/or having Eye Click Media develop an ad and/or using the current ad and

how this guidebook is a great resource. Board Member Miller motioned, seconded by Board Member Cecere to approve the expenditure of up to \$4,000 for a two-page ad, design of the ad to be determined, in the Johns Creek 2010-2011 Guidebook. There was consensus with the board members to proceed with discussion with Eye-Click Media to design a concept ad based on the tri-fold to have at the next meeting. There being no further discussion, the motion carried unanimously.

Maggie Ekdahl gave a brief update on the upcoming **July 2010 Tennis Tournament** which will be held at the Atlanta Athletic Club. This will be discussed further at the March meeting.

**OTHER BUSINESS:** Follow up discussion was held regarding the CVB table/booth at the SELC tournament, it was agreed the booth needs to be next to the hospitality tent. Chairperson Harris asked for updates to the website. Mrs. Ekdahl asked for direction regarding working with City of Johns Creek Communications Director on a joint project to hire a photographer. She was asked to meet with Director Bill Doughty and bring an update at next month's meeting. Board Member Vavra informed the board he will be completing the IRS tax form 990.

**PUBLIC COMMENT:** No Public Comment

There being no further business, Board Member Miller motioned, seconded by Board Member Vavra to adjourn. The motion carried unanimously.

Approved:

Attest:

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Margaret Harris, Chairperson

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Monte Vavra, Secretary/Treasurer