



May 11, 2010 Meeting Agenda – 10:00am

1. CALL TO ORDER

2. ROLL CALL

3. MINUTES

- A. Consideration of the April 13, 2010 Meeting Minutes

4. REPORTS and PRESENTATIONS

- A. Review of Monthly Financial Report
- B. Administrative Updates
 - PGA Tournament - Update
 - Tennis Tournament - Update
 - Status of a Tear-Off Map - Update
 - Visitor Center-Follow up for Display Areas
 - Autrey Mill - Pricing on Rack Card Display
 - Arts on the Creek – Update
 - Film Industry Sites – Update
 - CVB Meet & Greet Reception Review
 - SELC – Follow-up Discussion of Event

5. NEW BUSINESS

- A. Review and Consideration of the Marketing Plan
- B. Discussion of Photography Contract
- C. Website Improvements

6. OTHER BUSINESS

7. PUBLIC COMMENT

8. ADJOURNMENT

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
April 13, 2010 MEETING

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, April 13, 2010 at 10:00am. The meeting was held in the Council Chambers 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-**Absent**
Bev Miller, Board Member
Max Patel, Board Member
Monte Vavra, Board Member
Margaret Harris, Chairperson

OTHERS PRESENT: Maggie Ekdahl, Independent Contractor-**Delayed**
Joan Jones, City Clerk
Scott Hastey, Attorney

MINUTES: Board Member Miller motioned, seconded by Board Member Vavra to approve the March 9, 2010 Minutes as amended. There being no further discussion, the motion carried unanimously.

REPORTS and PRESENTATIONS: Board Member Vavra reviewed the revenues and Expenditures on the March **Financials**. There were no questions or a need for discussion on these reports.

Scott Aiken, with Eye Click Media presented the second draft of the two (2) page **Ad for the JC Guidebook**. Review and discussion was held on the size and placement of the PGA logo, changing the image above the wording "Great Convenience" to match the tri-fold; the background color (no white trim) and the hotel telephone numbers were confirmed. As the deadline is May 1st, Board Member Miller motioned, seconded by Board Member Patel to approve the JC Guidebook Ad with Eye Click Media as presented. Under discussion, Mr. Aiken explained to the Board he will send a low resolution PDF version of the ad to the PGA people for their logo approval and will advise this board of any issues. The motion carried unanimously.

While Mr. Aiken was still in attendance and Ms. Ekdahl had arrived, the Board Members reviewed the draft of the Tri-Fold Brochure printed by Minuteman Press. He explained the four color process and that may be why the CVB Logo colors are not printing properly. Ms. Ekdahl will get with the printing company on reprinting the brochure and finalizing the time schedule to get the brochures ready for the SELC tournament.

Ms. Ekdahl presented a handout with a listing of photography locations that may work as **Film Industry Sites**. She explained the listing needs to be submitted with photographs. The Board requested Ms. Ekdahl check with the GNFCC as to their timeline and asked her to email the

Board the status. The suggestion was made that city photos could possibly be used for some sites such as Autrey Mill, etc.

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

◆ **PGA Tournament** publicity options were reviewed by Ms. Ekdahl; i.e. cost of a one page ad (due June 1st) in the 2010 PGA Championship Program (cost \$7,600.00) and the possibility of working with Georgia Department of Economic Development on road signage and advertising. The signage would be placed under the current Welcome to Johns Creek sign, could be put in place a year before and a year after the event. Discussion was held on signage (any signage would need to have Johns Creek on it) and the distribution of the Program. Board Members asked what the CVB strategy is for the PGA, what other advertisement, video, and public service announcements such as letters from the Governor, Mayor and possibly the CVB and giveaways. Ms. Ekdahl clarified the CVB is not allowed to have giveaways and Chairperson Harris explained the CVB can have a presence, a binder with pictures, restaurant listings etc. Ms. Ekdahl reviewed the Newcomer Ad as the program Ad; she will email the other photos to the board for their review. She will look in the PGA 2009 program and will scan and email the advertisements/listings to the board for their review. No action taken at this time.

◆ **Tennis Tournament**-Ms. Ekdahl presented a print out of the Atlanta Tennis Championship from their website. She and Chairperson Harris and Rosemary Taylor met with the Director and Sponsorship Manager regarding the possibility of having a CVB booth in exchange for helping the ATC with local business contacts. A brief discussion was held on the possibility of using the hotel's shuttle service, having the CVB logo/ATC Logo on each other's website. Ms. Ekdahl will follow up. No action taken at this time.

◆ Ms. Ekdahl gave an update on a **Tear-Off Map** which would be distributed at the hotels, Autrey Mill Nature Preserve and other businesses. Ms. Ekdahl explained she has spoken with other CVB's and a mapping service for this project. The estimated cost is \$1,500 to \$2,000 for a full two sided map with a printing cost of \$2,000 to \$2,500 for approximately 1500 copies. She will get quote for one sided map and bring other CVB sample maps. Chairperson Harris asked Ms. Ekdahl to check with Roswell, Alpharetta, and Sandy Springs CVB's for their samples and cost as well as their sources/vendors/printers, etc.

◆ Ms. Ekdahl presented the draft copy of the invitation to the **Meet & Greet Reception** which is set for May 6th from 3:00pm to 5:00pm and reviewed the preliminary program, and guest list (expecting about 30 – 50 guests). Discussion was held on who may attend, set up and cost of event and printing of the invitations along with the wording of the invitation. At this time, Board reviewed the video for the upcoming SELC as a possible video to be shown at this reception. *Board Member Vavra motioned, seconded by Board Member Vavra to approve the invitation as presented. There being no further discussion, the motion carried unanimously. Board Member Vavra motioned, seconded by Board Member Miller to authorize the expenditure, not to exceed \$250.00 on printing the*

invitations and postage. There being no further discussion, the motion carried unanimously.

◆Ms. Ekdahl explained what a **Media Profile Sheet** is and how it is used by the Travel Media. She presented a copy of the Johns Creek Media sheet which needs to be submitted to the Georgia Department of Economic Development by April 20th. Chairperson Harris asked the Board to take a few minutes and read/review this profile sheet for any input or changes. After review and discussion of various ideas, Board Member Miller volunteered to rewrite portions of the content, City Clerk will send out available historical information. *Board Member Vavra motioned seconded by Board Member Miller to authorize the Chairperson to approve the final form due to the time deadline. There being no further discussion, the motion carried unanimously.*

◆Ms. Ekdahl had no update on the **Visitor Center Display Area**—but indicated she would report at the May meeting.

◆**SELC tournament**-Ms. Ekdahl asked the board to pick their volunteer date and time they would be able to work the event. She will find out the set up time and coordinate getting the materials to Northview High School. Discussion was held on giveaways and the possibility of spinning wheel and/or raffle for prizes. Discussion was held on how and when the drawings/spins will be handled. Chairperson Harris asked Ms. Ekdahl to develop a white board displaying prizes and winners. Board Members Miller and Patel explained there are local businesses that would participate in donating coupons, giveaways, bringing visitors to the CVB table, etc. Ms. Ekdahl will update the schedule and telephone contact and email to everyone.

OLD BUSINESS: No Old Business.

NEW BUSINESS: Ms. Ekdahl explained she met with Joan Compton, at Autrey Mill and subsequently with Board Member Miller. She reviewed her recommendations for working with **Autrey Mill Nature Preserve and Heritage Center**, the possibility of working on a joint wedding brochures/packages and working with the various Country Clubs for reception venues. Discussion was held on keeping the brochure general, highlighting Autrey Mill, developing a rack card, advertising our hotels, promoting weddings/reunions/business meetings and creating a section on the CVB website highlighting weddings, etc. Ms. Ekdahl informed the Board that Autrey Mill works closely with the City of Alpharetta and she is working with them to change this. There was consensus to have Ms. Ekdahl get cost to purchase brochure/rack card holders and binders. Board would like to have a May meeting at Autrey Mill to take a tour at 9:00 with the meeting at 10:00.

Ms. Ekdahl presented her report regarding **Photography Contract** to take high quality images of Johns Creek which will be fully funded by the CVB as the City does not have funds for this project. Discussion was held on the various costs, hours (2 ½ days shoots), timeframe number of shots and the waiver process. Ms. Ekdahl reviewed the various charges for the three photographers. The Film Industry listing can also be used for the photograph sites; the board narrowed this listing and Ms. Ekdahl will send out to the photographers so they may give

number or estimates/time/cost to complete this project. Attorney Haste reviewed the process/need for waivers. The CVB would own the images. She will revise the list and bring it back to the board at next month's meeting along with costs and pertinent information from all 3 photographers.

Ms. Ekdahl presented information on the proposal for the **Arts on the Creek Sponsorship**. The State of Georgia charges between \$600 - \$800 for the listing in Calendar of Events (if the AOTC had had to pay for the listing) and this can be the CVB's contribution. She recommends supporting the event in some way, and recommends the CVB have a presence with a good booth location and that this is traded for the value is in the calendar item which the CVB procured for the AOTC. She will update the CVB at the next meeting as she volunteered and is on the Arts on the Creek Communication Team.

Ms. Ekdahl requested Board feedback regarding **Independent Consultant** performance. She did not have her handout available for the board, but explained she will email it to the board for their review. She reviewed her current strategy and areas of focus. Discussion was held regarding timeliness of materials, the need to enhance and work on the website by making the website a priority. There was consensus of the Board to have the CVB Agenda Packet sent out earlier to allow more time for board to review the materials.

OTHER BUSINESS: Board Member Vavra asked about the reports for website hits and asked about incoming calls. Chairperson Harris asked about the Marketing Plan, City Clerk updated the status of this plan and explained a letter is drafted, awaiting legal review, it will be sent out this week. Board Member Miller briefed the board on a discussion she had with Attorney Riley and suggested the Board consider a contract for legal services. The current contract will be reviewed as the CVB is a separate entity from the city.

PUBLIC COMMENT: No Public Comment

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

Approved:

Attest:

Margaret Harris, Chairperson

Monte Vavra, Secretary/Treasurer



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: April 30, 2010

Agenda: May 11, 2010 CVB Agenda Item: PGA Championship

Goal: Publicity for Johns Creek during the PGA Championship

Background: This event will focus National/International attention on Johns Creek. It's important that we leverage this opportunity to educate the public about our new city and all it has to offer.

Status Update: Continued research on advertising rates with golf publications. Board asked me to get advertising rates for national golf publications:

Golf Digest – (1) Full page color ad costs \$119,000

Golf Magazine – (1) Full page color ad ranges from \$45,000 for Regional edition (appearance in one region) up to \$175,000 for National Edition

Recommendations:

- Advertise in 2010 PGA Championship Journal with one-page ad (Cost: \$7,600.00) – already have golf-themed ad designed for Newcomer magazine, could be fine-tuned to fit the PGA Journal for very low cost
- Explore possible partner advertising section and road signage with Georgia Dept. of Economic Development (Cost: TBD – we will need to fund completely as State cannot fund). The CVB would only fund road signage if it stated “City of Johns Creek” on it.

Attachments: N/A



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: April 30, 2010

Agenda: May 11, 2010 CVB AGENDA ITEM: Atlanta Tennis Championship

Goal: Publicity for Johns Creek during the Atlanta Tennis Championship

Background: This event will focus National/International attention on Johns Creek. It's important that we leverage this opportunity to educate the public about our new city and all it has to offer. Event is scheduled to be broadcast on ESPN2 and the Tennis Channel

Status Update: Continuing discussions with Sponsorship Manager. We are planning to have a booth presence in their Vendor Area near hospitality. Normally vendors are charged \$3500 for this space, but we are finalizing discussions for a trade-out at no charge to the CVB. In exchange, the CVB and City already provided the Sponsorship Manager with a list of Johns Creek business for their use in recruiting event sponsors.

Also, they have agreed to put the link to the CVB website on the event web site. We have also put their link on our site.

Now we are waiting to hear back from them on the question of whether or not we will be allowed to distribute our literature at our booth and also what opportunities we have for appearing in the event Program book.

Recommendations: Possibly advertise in event program – Ideally a full-page ad that includes a half-page Welcome Letter from Mayor and half-page Welcome Letter from the CVB. Still waiting to find out cost of this advertising/promotion (if any).

Attachments: N/A



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: April 30, 2010

Agenda: May 11, 2010 CVB AGENDA ITEM: Arts on the Creek Sponsorship

Recommendation: Sponsorship of Arts on the Creek (AOTC) on a limited basis

Issue: N/A

Basis for Recommendation: This is currently our only city festival that can bring some regional attention to our area if all marketing and promotion is executed properly.

Financial Impact: (Potentially \$0)

Background: Our participation in AOTC this year should be limited to having a booth presence at the event and giving away our promo items. In addition, we are asking for a complimentary booth space based on the amount of publicity the CVB is providing to AOTC through the Communication committee.

Alternative Approaches: not participating in the festival at all – not an option in my opinion, would foster bad relations with the Chamber

Concurrent Review: N/A

Attachment(s): N/A



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: April 30, 2010

Agenda: May 11, 2010 CVB AGENDA ITEM: Film Industry Sites

Goal: Increase exposure for Johns Creek in the Film & Television production community

Background: A few months ago the GNFCC sent out a request for submissions from all N. Fulton cities for possible filming locations.

Status Update: Although the deadline for submissions was March 1st, I spoke with the project coordinator at GNFCC and she said they only received one response so far, so this will be an ongoing project. Also, we are required to submit digital photos of all locations so it makes sense to wait until if/when we complete our photography project and have high quality photos of these locations to include with our list.

Also, she gave me some background on the permitting process. Many studios have been disappointed by the lengthy process to get permits and approvals for filming in certain locations. In a proactive effort, the city of Decatur created a program to simplify this process and position their city as very “filming-friendly.”

Recommendations: Request the City of Johns Creek put similar policies in place so that we are ready for any filming inquiries, and can also position ourselves as another “filming-friendly” city.

Attachment(s): Attached listing of possible film sites in Johns Creek

Johns Creek Possible Filming Locations

- Vacant office buildings in Johns Creek Technology Park
- Country Clubs and well-manicured golf courses
- Gated home communities – St. Ives
- Retail complexes – Shops at St. Ives is unique and has a high-end look
- The historic old Medlock property on 141 adjacent to the Chattahoochee River
- Autrey Mill Nature Center –
 - Wilderness areas along walking trails
 - Historic Warsaw Church
 - Old General Store
- Chattahoochee River Park access areas – Undeveloped riverside areas; bridge ruins
- Libraries – Ocee Library has distinct appearance, modern suburban architecture
- Suburban movie theater – Regal Cinema on Medlock
- Modern suburban school buildings and sports facilities – Johns Creek High, Northview High
- Reynolds Farm on Abbott’s Bridge Road – horse farm scenery
- Dean Gardens on Old Alabama Road – ornate Italianate architecture, lavish estate with extensive grounds and onsite 18-hole golf course



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: April 30, 2010

Agenda: May 11, 2010 CVB AGENDA ITEM: Contract for Photography

Recommendation: Proceed with planned photography project as fully-funded by the CVB as the City does not have the funds to contribute at this time.

Issue: Need for updated, high-quality images of JC to use in our communications

Basis for Recommendation: Current library of photos are outdated

Financial Impact: Estimates obtained from three photographers put us in the area of \$1800.00 - \$2000.00 for total project costs.

Background: These two photographers are the final candidates:

Rob Wheless www.whelessimage.com

Randy Wilson www.randywilsonphotography.com

Alternative Approaches: We could decide to put this project on hold if the cost is an issue.

Concurrent Review: Both of the two final candidates have expressed great enthusiasm over this project.

Attachment(s): Updated list of photography locations

Johns Creek Photography Locations

All locations are within city limits of Johns Creek:

- City Hall exteriors
- Hotel exteriors
 - Hilton Garden Inn on Medlock Bridge (corner of McGinnis Ferry)
 - Hyatt Place – two doors down from Hilton Garden Inn
- Autrey Mill Nature Center –
 - Wilderness areas along walking trails
 - Historic Warsaw Church
 - Old General Store, and other buildings
- JC Tech Park planting areas, water features, and walking trails
- Retail – only a few unique ones, such as
 - Jones Bridge/Old Alabama Intersection
 - Shops at St. Ives
- Restaurants with outdoor dining areas – only 2 or 3 of these, shoot from a distance
- Chattahoochee River access areas, including Bridge ruins
- Ocee Library because of its unique structure
- Ocee Park – good for a few shots of kids baseball/soccer games
- Newtown Park – need updated photos of structures, kids' sports games, future site of Senior Center, Community Garden
- Shakerag Park
- Golf Courses – River Pines, Country Club of South, Standard Club, Woodmont
 - Will get permission from club management, then get recommendations of the most scenic holes
- City sculptures – there are 3-4 of these
- Cemetery – Rogers Cemetery on Bell Rd
- Reynolds Farm on Abbott's Bridge Road – scenic horse farm, private property so we'll need to obtain permission