



June 9, 2010 Meeting Agenda – 10:00am

(Meeting to be held in the Summerhour House located at Autrey Mill Nature Preserve and Heritage Center- 9770 Autry Mill Road, Johns Creek, GA 30097)

TOUR of Autrey Mill to begin at 9:30- led by Joan Compton

1. CALL TO ORDER

2. ROLL CALL

3. MINUTES

- A. Consideration of the May 11, 2010 Meeting Minutes

4. REPORTS and PRESENTATIONS

- A. Review of Monthly April Financial Report
- B. Administrative Updates
 - PGA Tournament – Travel Discussion and Update
 - Tennis Tournament - Update
 - Tear-Off Map – Review and Consideration
 - Visitor Center-Follow up for Display Areas
 - Autrey Mill – Brochure Area
 - Arts on the Creek – Update
 - Film Sites – Permit Process Update
 - Marketing Plan-Update on Comparisons
 - Restaurant Guide
 - Updates on Giveaways

5. NEW BUSINESS

- A. Consideration of Photographer Contract
- B. Discussion of Legislative Bill regarding WCC Payments
- C. Advertisement Opportunities

6. OTHER BUSINESS

7. PUBLIC COMMENT

8. ADJOURNMENT

JOHNS CREEK CONVENTION
AND VISITORS BUREAU
May 11, 2010 MEETING

The City of Johns Creek Convention and Visitors Bureau held their monthly meeting on Tuesday, May 11, 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-**Absent**
Margaret Harris, Chairperson

OTHERS PRESENT: Maggie Ekdahl, Independent Contractor
Joan Jones, City Clerk
No Attorney Present

MINUTES: Board Member Miller motioned, seconded by Board Member Patel to approve the April 13, 2010 Minutes as presented. There being no further discussion, the motion carried unanimously.

REPORTS and PRESENTATIONS: As Board Member Vavra was not present, Clerk Jones explained the monthly financial reports will be reviewed at the next meeting.

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

◆ **PGA Tournament** reviewed the cost for advertising in the PGA Journal (\$7,600), the cost for an ad in Golf Digest (\$119,000-one full page ad), in Golf Magazine (\$45,000 – one full page ad for regional edition/\$175,000 for national edition). Chairperson Harris asked Ms. Ekdahl to give an update on the recent meeting held with the city, i.e. the city is sending Rosemary Taylor to this year's (August 2010 in Wisconsin) event, they would like to have a CVB member to attend as well, the city does not want to place an ad in the 2010 program, and their discussion of a video. Chairperson Harris followed up with a description of what a "media tent" was and how it will be the place for displays, the city is sending a representative to this high tech media tent, spending, etc. She explained the city has \$10,000 to put towards this media tent, and \$10,000 towards a video to be presented that may be changed at a later date for a long term use, Chairperson Harris explained she did not commit the CVB to anything specific, she asked for board feedback on if they want to partner with the city.

A general discussion was held on the CVB's budget and what they would like to contribute to this event and what is budgeted (\$50,000). Board Member Patel would like to be able to speak with the person/team who has worked with this event previously, what worked, what didn't, what type of budget, how their dollars were spent etc. Ms. Ekdahl

will look into getting this information from and report back to the board. She recommended \$5,000 for media tent/video, \$7,600 for the ad and we could share the photography to help with the video productions.

Ms. Ekdahl asked about road signage, Board Member Miller explained she has noticed the new GDOT along Hwy 120 and explained she has spoken with City Manager Kachmar about other Johns Creek signage. Chairperson Harris asked for additional discussion about future needs, i.e. travel expenses, ways to generate excitement, possible sponsorship with Turner Sports, no details at this time, but this needs to be considered. This can be discussed at the next meeting.

Board Member Miller motioned, seconded by Board Member Patel to authorize the expenditure of \$5,000 in conjunction with the city towards the video expense; \$5,000 in conjunction with the city towards the media tent; \$7,600 towards the one page ad for the 2010 PGA Journal; and \$2,000 for expenditure for photography expenses for a total expenditure of \$19,600. Clarification was made this \$2,000 is the cost for photography that has been previously discussed, no additional photography expenses to be incurred. There being no further discussion, the motion carried.

There was board consensus to proceed with new business item-**Photography Contract** and Ms. Ekdahl gave her report. She explained two photographers are for board consideration- Randy Wilson and Rob Wheless and she presented a more refined list of photography locations. Both photographers come highly recommended, however neither one committed to definitive number of images, nor time frame to complete project, both photographers were given photography location list and gave their estimated cost. Clarification was made how this list was revised; list is very specific for photographers and should not take more that 2-3 days to shoot however shooting needs to begin soon, will shoot again in the summer for summer color and shooting time frame should be finish complete with a in the fall for fall colors. These photographs can be used in the media tent at the PGA as the video begins taping end of May early June. Ms. Ekdahl recommends using still photography in the media tent and explained the next step is to get a contract, she recommends Randy Wilson.

Board Member Miller motioned, seconded by Board Member Patel to approve having Randy Wilson as the photographer at a cost not to exceed \$2,000.00. The motion carried unanimously. Ms. Ekdahl will get with attorney regarding standard contract, and will work with Attorney Felgin on the scope of services/work as the standard contract will not change for the board approval at the next meeting. In addition, she will have Rosemary Taylor review the list for any additions or suggestions.

◆**Tennis Tournament**-Ms. Ekdahl informed the board the CVB will have a booth in the vendor area at no cost as the CVB worked with the USTA Management team to create a database of businesses to help promote the event. She reported she will follow up to make sure the links on the both websites are active and confirmed there will be a welcome letter from the Mayor and CVB Chairperson (1/2 page for each) and she will work with Rosemary Taylor on these letters. She will follow up on opportunity to

distribute literature and get back with the board. She would like to have further discussion on the CVB creating a Restaurant Guide.

◆**Tear-Off Map**-no information available at this time, will be placed on the June Agenda. She will get with GIS on the cost of the maps.

◆**Visitor Center Display Area**—no information available, will be placed on the June Agenda.

◆**Autrey Mill-Brochure** Rack Card Display presented by Ms. Ekdahl that will hold the hotel and the new CVB brochures and placed at Autrey Mill Visitors Center which will help inform the visitors about the CVB and convenient locations of our hotels. Board Member Patel suggested to having a message board. As follow up to meeting at Autrey Mill, Clerk Jones confirmed Autrey Mill is fine with having the next CVB meeting at the Summerhour house.

◆**Arts on the Creek**—CVB booth will be free, she reminded the board this event is Labor Day weekend. Board Member Miller asked about this year's vendor list and where the artisans are coming from. Clarification was made that Ms. Ekdahl is volunteering with the Arts on the Creek committee that anything involving the CVB will need to come thru the board, i.e. if brochures are shipped to the visitor centers.

◆**Film Industry Locations**, this is an ongoing project, recommends sending our photographs, questioned about permit application and if there is a system set up as production companies have to wait to receive permits. She offered to get forms other cities are using, and to get with Community Development Director Williams on this process. Chairperson Harris asked her to get in touch with the state representative to set up a tour so they can be familiar with Johns Creek. She presented a listing of possible filming locations.

◆Discussion was held on the recent **CVB Meet & Greet Reception**, there was consensus the event was successful in that this board was able to make contact with surrounding CVB's, and was a good start to building working relationships. Board Member Miller thanked Ms. Ekdahl for her work in putting this together. The Director of Sales at the Hyatt Place (Ross Powell) will be helpful in working with the Gwinnett CVB as he use to work with this agency. It was an education process for this board and the contacts made at this meet and greet will help JCCVB grow and learn.

◆**SELC tournament**- Board Member Patel voiced his concern on how the SELC handled the process this year and a gave a general review on the process on how block bookings of hotel rooms work; and the need to have discussion with the SELC team on better ways to work with JC hotels. No listing of the winners at this time, Ms. Ekdahl will email a list of the winners and where they are from.

NEW BUSINESS: A brief discussion was held regarding the **Marketing Plan** that SONARconnect submitted. Board Member Miller suggested this will be the base and the board

may spring board from this point. Chairperson Harris noted she would like to share this plan with the Economic Development Committee. Clerk Jones commented there is a remaining balance of \$2,933.00 and a discussion was held regarding the quality of work and the timeliness of receiving the document. Chairperson Harris asked the clerk to review options with attorney and the board and Ms. Ekdahl will review their mark ups to make sure the final version has the requested changes.

Website Improvements-Ms. Ekdahl reviewed the additions to the website, i.e., Face book, the tennis tournament web links and the tracking of the web statistics. She noted people are searching restaurants in Johns Creek. Board Member Miller suggested we need to update this part of our website as it has been about a year since the info was placed on the website. The board asked Ms. Ekdahl to draft another letter to be sent out, starting with the restaurants and golf clubs. Chairperson Harris asked about the process to align our website with the new brochure and possibly refresh the website with the “Starting Point”. Ms. Ekdahl will contact Scott Aiken to coordinate this update.

OTHER BUSINESS:

Board Member Miller motioned seconded by Board Member Patel to amend the agenda to include the following items:

- 1) Changing the June meeting date
- 2) Legislative Update
- 3) Purchasing Authority
- 4) Johns Creek Guidebook

There was brief discussion to move the June meeting date from the 8th to the 9th, the next meeting which tentatively be held at Autrey Mill Nature Center, to begin the tour at 9:30am with the meeting to begin at 10:00. Board Member Miller asked about the process for appointment of new board member as she has.

Chairperson Harris explained about Burkhalter’s bill that Sandy Springs and Johns Creek may have the ability to opt out of payment on the Georgia World Congress Center, starting the year 2012 to 2020. The board would like to have a follow up at the next meeting to learn more about this bill.

Purchasing Authority - Chairperson Harris asked if Ms. Ekdahl needs purchasing authority, to cover reimbursements, the purchasing policy was reviewed. Clerk Jones suggested with the budget review coming up in July/August this may be a good time to look at the possibility of an office supplies line item.

Board Member Miller updated the board on the JC Guidebook, the estimate that it will be out the second week of June. Publication Management is working with the school principals regarding school highlights, good response from the chamber. Currently 20,000 books will be published at this time; more can be published for a cost, the more ads the more copies published. The will be a Johns Creek Business Association section, a Chamber section, two ways to look at businesses,

one by industry and one listed alphabetical. She mentioned CVB will have a letter, and a page that needs to be designed.

As follow up on the PGA, Ms. Ekdahl asked if Brittney needs to be involved in the marketing strategy, do we need to have them meet with Mr. Kachmar and she asked if the board wants to partner with the City of Atlanta on the PGA. No action at this time.

Board Member Patel asked about the status of our current giveaways, suggested an inventory be done and gave Ms. Ekdahl some magazines with suggested items.

PUBLIC COMMENT: No Public Comment

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

Approved:

Attest:

Margaret Harris, Chairperson

Monte Vavra, Secretary/Treasurer

JOHNS CREEK CONVENTION AND VISITORS BUREAU
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE
For the Month of April, 2010

	Monthly Budget	Monthly Actual	%	Annual Budget	YTD Actual	%
Revenue:						
Transfer from City of Johns Creek						
Hotel/Motel Tax proceeds	\$ 8,750.00	10,553.36	120.61%	\$ 105,000.00	49,626.25	47.26%
Use of Reserves	24,166.67	0.00	0.00%	290,000.00	0.00	0.00%
	<hr/>	<hr/>		<hr/>	<hr/>	
Total revenue	32,916.67	10,553.36	32.06%	395,000.00	49,626.25	12.56%
Expenditures:						
Administrative Independent contract	1,500.00	1,500.00	100.00%	18,000.00	9,000.00	50.00%
CAFR reporting requirements	416.67	1,230.00	295.20%	5,000.00	5,230.00	104.60%
Accounting/clerical fees/legal fees	400.00	0.00	0.00%	4,800.00	2,430.00	50.63%
Directors & errors insurance	166.67	1,076.00	645.60%	2,000.00	1,076.00	53.80%
Legal	208.33	0.00	0.00%	2,500.00	0.00	0.00%
Memberships	41.67	0.00	0.00%	500.00	820.00	164.00%
Publications	41.67	0.00	0.00%	500.00	110.00	22.00%
Supplies	166.67	0.00	0.00%	2,000.00	1,557.64	77.88%
Web site development/maintenance	283.33	600.00	211.76%	3,400.00	1,842.08	54.18%
Postage	625.00	0.00	0.00%	7,500.00	0.00	0.00%
Training & education	83.33	0.00	0.00%	1,000.00	295.00	29.50%
Telephone	500.00	54.15	10.83%	6,000.00	524.04	8.73%
Tourism, trade-show and convention promotion						
Promotions	2,083.33	0.00	0.00%	25,000.00	10,180.73	40.72%
Marketing (advertising, collateral)	4,166.67	190.00	4.56%	50,000.00	11,691.52	23.38%
Marketing supplies (giveaways)	833.33	0.00	0.00%	10,000.00	1,441.33	14.41%
PGA Golf event support	4,166.67	0.00	0.00%	50,000.00	0.00	0.00%
Johns Creek Guidebook (Ad & develop ad)	833.33	0.00	0.00%	10,000.00	6,000.00	60.00%
Other expenses (to be determined)	16,400.00	0.00	0.00%	196,800.00	0.00	0.00%
	<hr/>	<hr/>		<hr/>	<hr/>	
Total expenditures	32,916.67	4,650.15	14.13%	395,000.00	52,198.34	13.21%
Revenues over (under) expenditures	0.00	5,903.21		0.00	(2,572.09)	
Fund balance beginning of year		<hr/>			<hr/>	
		0.00			289,492.56	
Fund balance April 30, 2010		<hr/> <hr/>			<hr/> <hr/>	
		\$ 5,903.21			\$ 286,920.47	

JOHNS CREEK CONVENTION AND VISITORS BUREAU
BALANCE SHEET
April 30, 2010

ASSETS

Cash in bank	\$ 276,367.11
Accounts receivable - Due from City	<hr/>
	10,553.36
Total assets	<hr/> <hr/>
	286,920.47

LIABILITIES AND FUND BALANCE

Accounts payable	0.00
Total liabilities	<u>0.00</u>
Fund balance	
Undesignated	<u>286,920.47</u>
Total fund balance	<u>286,920.47</u>
Total liabilities and fund balance	<u><u>\$ 286,920.47</u></u>

Account reconciliation 01/31/10

Bank Balance	281212.26	
Adjustments		
None	0	
Adjusted bank balance	<u> </u>	<u>281212.26</u>

Checkbook:

Balance		291476.92	
outstanding checks			
1091	195		
1096	600		
1097	1230		
1098	54.15		
1099	1076		
1100	190		
1101	1500		
0	0		
	<u> </u>	-4845.15	286631.77



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: May 27, 2010

Agenda: June 9, 2010

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: Need to send team of one or two people from CVB to work with COJC in the media tent at the 2010 PGA Championship. Will need travel arrangements made as soon as possible.

Recommendations:

- Proceed with ad in PGA Championship Journal at cost of \$7500; Proceed with plans to participate in publicity in the Media Tent along with COJC
- Continue regular meetings with COJC staff to ensure coordination
- Proceed with plans to send team to 2010 PGA Championship.

Attachments: n/a



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: May 27, 2010

Agenda: June 9, 2010

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: Working with Sponsorship Coordinator on our welcome message page in conjunction with the COJC (no charge for this). Awaiting logistics information for our space in the Vendor Area near hospitality (no charge for booth space)

We will be allowed to distribute our literature at our booth if it is handed out in our plastic bags.

Recommendations: Finalize what items we want to give away and whether we want to use a prize wheel game at this event. We may need to re-order some supplies of our promo items for giveaways if we are getting low or need to be prepared for very large crowds.

Attachments: n/a



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: May 27, 2010

Agenda: June 9, 2010

Goal: Offer visitors a local Johns Creek map as well as a basic metro Atlanta orientation map

Background: We have been exploring the possibility of distributing visitor maps in the form of a simple tear-off pad to be placed at our hotels and other possible locations.

Status Update: We have made arrangements with COJC GIS staff to create a map that is the revised version of the current Facilities map, showing fire, police, hospitals, parks and schools, to also include our two hotel locations. They are doing this at no charge to us based upon the administrative services agreement we have with the City.

I'm working with Scott Aiken regarding the possibility of having the tear-off maps with the locator map on the opposite side of the City GIS map so that we can show JC in relation to other Atlanta locations. We have received one quote from Minuteman Press, however will obtain two additional quotes for this printing job.

Recommendations: Produce and distribute the maps in the two-sided format

Attachment(s): n/a



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: May 27, 2010

Agenda: June 9, 2010

Goal: Increase publicity of JC through displays in the Georgia Visitor Information Centers

Background: When Board member Miller recently visited the Lavonia VIC, she reserved a display case for our CVB for the months of January/February 2013 and also took note of the fact that Roswell CVB has reserved the months of May/June 2011. She recommended we discuss the idea with Roswell CVB of sharing their display case and we in turn would share our case with them in 2013.

Status Update: I spoke with Marsha Saum of the Roswell CVB. They agreed to give us one side of the 4-sided display case – we will have the back side of the case. She also gave me her CVB's perspective of the VIC display case program: They have a very low budget because they only have 10 hotel properties in Roswell and two of these are extended-stay properties (which affects the tax). They do little advertising but try to leverage their relationships with the VIC's through "Georgia on My Mind" events and as many display cases as they can reserve. Rough estimates indicate that 100,000 people pass through the Ringold VIC alone annually so that is guaranteed exposure to those crowds for very minimal cost. They have some inventory of props that they keep on hand for these displays, but they also borrow items from retailers or enthusiasts (i.e. borrowed fishing gear). She explained their whole procedure (including renting a van) probably costs them about \$150 total for each display. She even offered for us to go together and share the cost of the rental when the time comes to set up our display, which I agreed to do.

Recommendations: Brainstorm ideas for the design of our display; Look into borrowing some PGA merchandise and/or golf equipment and also consider any signage or event posters we could obtain for this display. Long-term goal is to cultivate relationships with all the major VIC's and reserve additional display cases.

Attachment(s): n/a



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: May 27, 2010

Agenda: June 9, 2010

Recommendation: Post signage, brochures, and guest book at Autrey Mill Nature Center

Issue: n/a

Basis for Recommendation: Autrey Mill is a popular local attraction and the only true attraction in Johns Creek. This will be part of an ongoing partnership with Autrey Mill and will allow both the Center and the CVB to track visitor attendance and also distribute information about the CVB.

Financial Impact: cost of binder, brochure rack(s), and any signage to be used at site
(Estimated less than \$100 total)

Background: Autrey Mill staff is receptive to this idea, just need to work out the logistics – further meetings with Autrey Mill staff are planned for this purpose

Alternative Approaches: not placing any information at the Center (not recommended)

Concurrent Review: n/a

Attachment(s): n/a



Administrative Report

To: CVB Board Members

From: Maggie Ekdahl

Date: May 27, 2010

Agenda: June 9, 2010

Recommendation: Compare cost of marketing plan with other CVB's

Issue: Generated from discussion at last CVB Board meeting

Basis for Recommendation: Board members' interest

Financial Impact: n/a

Background: Based on my research, we are in a unique situation as we chose to hire an agency to write our Marketing Plan. All of the other CVB's questioned had their Executive Director either write the plan themselves, or collaborate with the sales staff to create it. Thus, they incurred no additional costs other than regular salaries because it was written by their own employees.

Alternative Approaches: n/a

Concurrent Review: n/a

Attachment(s): n/a