



**CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING AGENDA  
October 12, 2023  
6:00 pm - 7:00 pm**

*Hilton Garden Inn Johns Creek*

- A. CALL TO ORDER**
- B. CITY OF JOHNS CREEK-THE STORY BEHIND THE BRAND**  
*Bob Mullen, Communications Director*
- C. APPROVAL OF MINUTES**  
*Approval of August 10, 2023 Minutes*  
*Approval of September 14, 2023 Minutes*
- D. JOHNS CREEK CONVENTION & VISITORS BUREAU 2024 STRATEGIC PLAN**  
*Approval of Strategic Plan-final version*
- E. JOHNS CREEK CONVENTION & VISITORS BUREAU BYLAWS**  
*Board Member Terms*
- F. FINANCE REPORT**  
*Daniel Immerman, Treasurer*
- G. EXECUTIVE DIRECTOR REPORT**  
*Kathryn Laity, Executive Director*
- H. UPDATES/ANNOUNCEMENTS**
  - 1) Hotels*
  - 2) City of Johns Creek*
  - 3) Other*
- I. ADJOURNMENT**