

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**JANUARY 25, 2011**

The following were in attendance:

**GWCCA Authority Members**

David Allman  
Jeff Anderson  
Mike Garrett  
Anne Hennessy  
Glenn Hicks  
Tim Lowe, Chair  
Bob Prather  
Doug Tollett

**Absent**

Taz Anderson  
John Downs  
Jim Edenfield  
Lee Hunter  
Gary Smith  
John Watson  
Dee Yancey

**GWCC Legislative Overview Com.**

**Senators**

Don Balfour  
Bill Hamrick

**Representatives**

Chuck Martin  
Donna Sheldon

**GWCC Staff**

Dale Aiken  
Kevin Duvall  
Mark Geiger  
Jeff Mellin  
Frank Poe  
Pattsie Rand  
Patrick Skaggs  
Mark Zimmerman

**Dome Staff**

Will Lofdahl

**COP Staff**

Mark Banta  
Joe Skopitz

**Atlanta Convention & Visitors Bureau**

William Pate  
Mark Vaughan

**Atlanta Falcons**

Greg Beadles

**Bank of New York**

Zac Vaughn

**GWCC Legal Counsel**

Pargen Robertson

**Office of Planning & Budget**

Yvonne Turner

**Press**

Lisa Schoolcraft, Atlanta Business Chronicle  
Leon Stafford, AJC

**Guests**

**20-Year Employees**

Andailai Clemon  
Gary Jarman  
Wayne Rosser  
Anthony Steed

**25-Year Employees**

Jimmy Davies  
Larry McCuller  
Ian Metcalf

**25-Year Employee – Absent**

Robin Hughes

Chair Lowe called the meeting to order at 12:30 p.m. A number of employees were brought in into the meeting so they could be recognized and thanked for their hard work during the snow and ice storm two weeks ago. There were several events in the building, which had to be kept open, as well as getting the campus cleared and safe for guests attending the NFC playoff game scheduled for Saturday of that week. Many employees worked through the night from Sunday through Wednesday of that week and we appreciate their effort. The employees here today are representative of a much larger group. THANK YOU!

Chair Lowe then asked for a motion to approve the minutes of the November 30, 2010 meeting.

***A motion to approve the minutes of the November 30, 2010 meeting was made by Glenn Hicks, seconded by David Allman, and unanimously approved.***

At this time Chair Lowe called on Senator Don Balfour to come to the podium to read a Resolution adopted in the legislature commending Bob Prather, GWCCA's past chair, for his many year of service to the Authority and the State of Georgia. Mr. Prather has been Chair six years out of his sixteen years on the Board. THANK YOU, Bob!

Chair Lowe then called upon Kevin Duvall to recognize the 20 and 25-year employees. Kevin introduced the following employees:

**20-Year Employees**

Andailai Clemon	Assistant to Event Services Director, GWCC Event Services
Gary Jarman	Painter I, GWCC Engineering
Wayne Rosser	Physical Plan Manager, GWCC Engineering
Anthony Steed	Engineering Services Supervisor, GWCC Engineering

**25-Year Employees**

Jimmy Davies	Equipment Repair Mechanic, GWCC Engineering
Robin Hughes	Senior Event Coordinator, GWCC Event Service
Larry McCuller	Custodian, GWCC Building Services
Ian Metcalf	Fire Protection Systems Engineer, GWCC Engineering

Kevin Duvall asked for a round of applause to express our appreciation to these long-term employees for their years of service.

Chair Lowe then called on Pattsie Rand to present the Sales and Marketing Report for December 2010, which is hereby appended and made a part of these minutes.

Eight events totaling one hundred days, which includes move-in and move-out days, confirmed during December for GWCC.

<u>Event</u>	<u>Date</u>
Interwire Trade Exposition	April 2013
Hinman Dental Meeting	March 2014
Texprocess America	May 2014 & 2016
Medtrade Conference	October 2014
International Dairy-Deli-Bakery Association	June 2015
Orgill Dealer Market	August 2015
American Public Health	November 2017 & 2023
SME/FABTECH	October 2018

Three exhibit hall events, totaling 16 days, were cancelled at the GWCC in December 2010.

Two new events totaling seven days, which includes move-in and move-out days, confirmed during December for the Georgia Dome.

<u>Event</u>	<u>Date</u>
Soccer: Mexican National vs. Bosnia	February 2011
Publix Georgia Marathon & Half Marathon Expo	March 2011

No events were cancelled at the Georgia Dome during the month of December 2010.

One new event totaling 3 days, which includes move-in and move-out days, confirmed in Centennial Olympic Park during the month of December 2010.

No events cancelled in Centennial Olympic Park during the month of December 2010.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during October was reviewed. Total attendance for December events was 240,110. New dollars generated by out-of-town visitors were \$78.4 million and estimated total economic impact was \$123.1 million. Estimated State sales tax generated was \$5.3 million.

Photographs of the following December 2010 events were reviewed:

**GWCC**

SEC Football Championship FanFare  
Chick-fil-A Bowl FanFest

**Georgia Dome**

SEC Football Championship  
GHSA  
Chick-Fil-A Bowl

**Centennial Olympic Park**

Chick-fil-A Bowl Parade  
Holiday in Lights  
Ford Promotional  
Ice Rink  
TBS Promotional at Ice Rink  
Georgia Boys Choir Performance at Ice Rink  
Ice Rink Tweet Up

Chair Lowe thanked Ms. Rand for her report and then called on Frank Poe for the review of the December 2010 financial reports, which are appended and made a part of these minutes.

**GEORGIA WORLD CONGRESS CENTER**

The Congress Center had a good month considering December is typically a soft month. Operating revenue for December was \$32,070 **ahead** of forecast. YTD operating revenue is over budget by \$870,540. Total expenditures were \$164,564 **under** budget. YTD expenses are **under** budget by \$349,295. The Congress Center projected a net loss of (\$1,799,575). However, actual net loss was (\$1,602,941) for the month. YTD the Congress Center projected a net profit of \$53,379 but had an actual profit of \$1,273,214.

GWCC Hotel/Motel Tax for July through December 2010 was \$1,326,849 compared to a budget of \$1,142,307. This is a 16% increase for the month and 20% year-over-year.

Included in the presentation was a graph showing revenue comparisons for the first six months of the past four years. This is the best first six months in four years. The next six months will be softer; although, we are positioned well going into them.

## **GEORGIA DOME**

Operating revenue for December was 6.78% **ahead** of forecast. YTD revenue is over budget by \$2,944,280 or 6.78%. Operating expenditures were \$536,736 **over** budget for the month. YTD expenditures are **over** budget by \$283,914 or 1.29%. The Dome projected a net profit of \$1,831,553 but had an actual net profit of \$2,738,950 for the month. YTD the Dome's projected net profit was \$21,354,785; however, actual net profit was \$24,015,151.

Hotel/Motel Tax for July through December 2010 was \$9,354,815 against a budget of \$8,140,985, which is a little more than 15% better than forecast.

Included in the presentation was a graph showing revenue comparisons for the first six months of the past four years. This is the best first six months in the past three years.

## **CENTENNIAL OLYMPIC PARK**

December operating revenue was \$50,771 **below** forecast. Weather has been a factor on business in the Park. YTD operating revenue is \$220,923 under budget or 11.17%. Operating expenditures for the month were \$26,028 **below** forecast. YTD Park expenses are over budget by \$19,975 or 1.08%. The Park projected a net loss against budget of (\$29,810) for the month, but had an actual **net loss** of (\$54,553). YTD the Park projected a net gain against budget of \$124,517 but had an actual **net loss** of (\$116,381).

Included in the presentation was a graph showing revenue comparisons for the first six months of the past four years. This is the worst first six months in the past four years. The Park will work hard in the next six months to generate as much revenue and decrease expenses as it can to make up the shortfall.

Chair Lowe thanked Mr. Poe for his report.

The GWCCA Executive Committee met December 16, 2010 and took action to approve the Falcons 2011 Advertising and Premium Seating rates in order to give the Falcons the opportunity to enter the market place early. Considering the uncertainty of what is ahead with a possible lockout, the committee also approved the Falcons Ticket and Advertising Refund Policy, which allows the Falcons to move ahead with the sales process. The full Board was asked to ratify both actions of approval.

***A motion to ratify action taken by the GWCCA Executive Committee to approve the Falcons 2011 Advertising and Premium Seating rates was made by Glenn Hicks, seconded by Anne Hennessy and unanimously approved.***

***A motion to ratify action taken by the GWCCA Executive Committee to approve the Falcons 2011 Ticket and Advertising Refund Policy was made by Doug Tollett, seconded by Anne Hennessy and unanimously approved.***

The 2011 GWCCA Committee assignments were distributed at today's meeting. Board member feedback should be directed to Chair Lowe or Mr. Poe.

The 2011 GWCCA Board of Governors meeting schedule was distributed at today's meeting.

The next GWCCA Board of Governors meeting will be held Tuesday, February 22.

*With no further business to discuss, a motion to adjourn was made by David Allman, seconded by Anne Hennessy, and unanimously approved.*

**RESPECTFULLY SUBMITTED:**

**APPROVED:**

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**DALE AIKEN**  
**ASSISTANT SECRETARY**

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**ANNE HENNESSY**  
**SECRETARY**