

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**BOARD OF GOVERNORS MEETING**  
**AUTHORITY BOARD ROOM**  
**JANUARY 26, 2016**  
**12:45 p.m.**

The following were in attendance:

**GWCCA Authority Members**

David Allman  
Stan Conway  
Phil Gingrey  
Anne Hennessy  
Glenn Hicks  
Lee Hunter, Chair  
Bill Jones  
Andrew MacCartney  
Bill Russell

**Absent**

Steve Adams  
Chris Cumiskey  
Brian Daniel  
Tim Lowe  
Bill Rice  
Doug Tollett

**GWCCA Legislative Overview Com.**

None

**GWCC Staff**

Mark Adams  
Kevin Duvall  
Mark Geiger  
Julia Karrenbauer  
Jennifer LeMaster  
Frank Poe  
Pargen Robertson  
Carla Sayeh  
Lindsay Strickland  
Mark Zimmerman

**Dome Staff**

Carl Adkins

**COP Staff**

Joe Skopitz

**Levy Restaurants**

Steve Potts

**Atlanta Convention & Visitors Bureau**

Mark Vaughan

**Attorney General's Office**

Keilani Parker

**Bank of New York**

None

**Atlanta Falcons**

None

**Office of Planning & Budget**

Caylee Noggle

**Press**

None

**Guests**

Mace Aluia, Atlanta Falcons  
Tim Zulawski, Atlanta Falcons

**Employee Recognition**

Serberia Anderson, Dome Bldg. Serv. (20 yrs.)  
Andailai Clemon, GWCC Event Serv. (25 yrs.)  
Jimmy Davies, GWCC Engineering (30 yrs.)  
Lawanna Demetrius, Human Resources (20 yrs.)  
Robin Hughes, GWCC Event Services (30 yrs.)  
Wayne Rosser, GWCC Engineering (25 yrs.)  
Billy Smith, Dome Engineering (30 yrs.)  
Melba Sowell, Dome Building Services (20 yrs.)  
Anthony Steed, GWCC Engineering (25 yrs.)  
Eugene Walker, Dome Building Services (20 yrs.)

Chair Hunter called the meeting to order at 12:45 p.m. and then asked for a motion to approve the December 1, 2015 and December 28, 2015 meeting minutes.

*A motion to approve the December 1, 2015 and December 28, 2015 meeting minutes was made by Glenn Hicks, seconded by Bill Russell, and unanimously approved.*

## **20, 25, and 30-YEAR EMPLOYEE RECOGNITION**

Chair Hunter called upon Frank Poe to recognize the 20, 25, and 30-year employees. Mr. Poe recognized the following employees:

### **20-Year Employees**

Serberia Anderson	Dome Building Services
Lawanna Demetrius	Human Resources
Melba Sowell	Dome Building Services
Eugene Walker	Dome Building Services

### **25-Year Employees**

Andailai Clemon	GWCC Event Services
Wayne Rosser	GWCC Engineering
Anthony Steed	GWCC Engineering

### **30-Year Employees**

Jimmy Davies	GWCC Engineering
Robin Hughes	GWCC Event Services
Billy Smith	Dome Engineering

The Authority appreciates these employees for their continued service to the Authority.

## **DECEMBER FINANCIAL REPORTS**

Chair Hunter called on Janet Arsenault for the review of the December 2015 financial reports, which are appended and made a part of these minutes.

### **GEORGIA WORLD CONGRESS CENTER**

The Congress Center projected a loss of (\$1,311,471) for the month but had an actual loss of (\$1,771,814), a negative variance of \$133,657. The loss was mainly due to costs associated with the Red Parking Deck, the Metro Chamber building option, and other per diem fees. YTD the Congress Center projected a net loss of (\$1,101,950) but had an actual net loss of (\$734,078).

### **GEORGIA DOME**

The Dome projected a net profit of \$2,690,112 for the month, but had an actual net profit of \$2,914,605, a positive variance of \$224,492. Total revenue was up due to two unbudgeted events. YTD the Dome projected a net profit of \$30,610,707 but had an actual net profit of \$31,824,173.

### **CENTENNIAL OLYMPIC PARK**

The Park projected a net loss against budget of (\$31,669) for the month but had an actual net loss of (\$71,973), a negative variance of \$40,304. The loss was due to lower than expected ice rink ticket sales. YTD the Park projected a net gain of \$80,217 but had an actual net loss of (\$320,871). The shortfall was due to F&B, ticket sales, and space rental which did not materialize.

Hotel/Motel Tax of \$14.9M was 5.78% over budget for the month and is 9.83% ahead of last year at this time.

The following December events resulted in an estimated 292,812 attendees and an estimated economic impact of \$196.7M for the month.

GWCC: CheerSport Grand Championships  
Georgia State University Commencement

Dome: SEC Football Championship  
Georgia High School Association Championship Games  
Falcons vs. Carolina Panthers  
Chick-fil-A Peach Bowl

Q2 Rolling Forecast Update:

- The Congress Center is now projecting a net profit of \$579,867, which is a positive variance of \$256,372 from the previously budgeted profit.
- The Georgia Dome is now projecting a net profit of \$26,212,464, which is a positive variance of \$1,125,707 from the previously budgeted profit.
- Centennial Olympic Park is now projecting a gain against budget of \$22,270, which is a negative variance of \$31,005 from the previously budgeted profit.

Chair Hunter thanked Ms. Arsenault for the reports.

### **GWCCA BYLAWS BRIEFING**

Due to recent changes in the GWCCA Organizational Structure, it has become necessary to amend the current Bylaws. The procedure for amending the Bylaws requires the Amendment be distributed, in writing, in person, or by mail to Board members thirty (30) days prior to the vote. The proposed amendments were mailed on Thursday, January 21, 2016 and will be presented for action at the Tuesday, February 23, 2016 Board of Governors meeting.

The proposed Amendment conforms the Bylaws to the new governance structure which has been adopted by the Authority in respect of staff leadership. The individuals whose positions are described with particularity and who are granted a limited authority under this Amendment to sign contracts on behalf of the Authority in place of the Executive Director are the Chief Operating Officer, the Chief Administrative Officer, the Chief Commercial Officer, and the SITCC General Manager. The Executive Director, subject to the Board's discretion to disapprove of such appointments, is to designate employees of the Authority to fill these positions. Their respective duties are described in Article VII of the amended Bylaws.

As previously stated, the Amendment will be presented to the full Board at the February 23, 2016 Board meeting for action.

## **GWCCA/FALCONS COMMERCIAL ADVERTISING BROKERAGE AGREEMENT UPDATE**

One year ago staff received Board approval to move forward and negotiate a commercial advertising brokerage agreement with the Falcons based on the following terms:

- 10-year agreement;
- Falcons sell internal/external commercial advertising inventory; and
- 30% flat commission rate to Falcons

The Agreement was executed effective July 1, 2015. It states that on or before February 1 each year, the Broker shall submit to the Authority:

- Proposed License Fee Rate Schedules for Advertising Contracts
- Projected Sponsor Revenues
- Projected Broker Commissions

Mace Aluia, Falcons' Director of Sponsorship Sales, and Tim Zulawski, Falcons' Vice President of Sponsorship Sales and Service, presented the current FY16 projections and the proposed FY17 projections to the Board.

FY16 projected annual revenue is \$895,900. This will mark a 17% increase over FY15 revenue. Projected FY16 Broker commissions, based on renewal and new business, are \$128,802. Commissions were not realized from pre-existing contracted revenue in place before the brokerage agreement was executed.

FY15 to FY16 GWCC gross advertising sales.

- 2015 - \$764,060
- 2016 current - \$706,893
- 2016 @ budget - \$895,900

FY17 gross annual signage projection is \$1,256,692. Goals include the following.

- Revenue increase of 40%
- Generate \$283,000 in new business. Current discussions with automotive and insurance categories. Sales effort will also focus on generating new business from telecom, airline, banking, office supply and waste/ recycling categories among others.
- Broker commissions for FY17 of \$237,039 based on multi-year contracted business and new business goal. Commissions are not realized on contracted revenue in place before the brokerage agreement was executed.

2015 – 2017 GWCC projected gross advertising sales.

- 2015 - \$764,060
- 2016 - \$895,900
- 2017 - \$1,256,692

The FY17 Proposed Advertising Rate Card for all inventory was distributed to Board members for review prior to today's meeting.

At this time, Chair Hunter asked for a motion to approve the FY17 Proposed Advertising Rate Schedules as presented.

***A motion to approve the Proposed Commercial Advertising Brokerage Agreement License Fee FY17 Rate Schedules as presented by the Atlanta Falcons was made by Glenn Hicks, seconded by Bill Russell, and unanimously approved.***

**RESOLUTION – THIRD AMENDMENT TO PREMIUM SEATING BROKERAGE AGREEMENT**

Historically, Dome staff has sold all suites for non-Falcons games. But now, as the Dome begins its wind down to the 2017 closing, the staff who sold the suites is moving out of the Dome and it is not cost effective to hire replacements. Therefore, staff has negotiated with the Falcons to take over the responsibility of selling suites for non-Falcons events for the Dome's last season. The proposed Third Amendment expands the scope of what the Falcons sell as the Authority's broker and would convey to the Team the right and duty also to sell Executive Suites on an event-by-event basis for non-Falcons game events at the same 10% commission they currently receive for the sale of suites for non-Falcons games.

The Resolution presented for action today authorizes the Executive Director to execute the Third Amendment to the Amended and Restated Georgia Dome Premium Seating Brokerage Agreement. Staff recommends approval.

Chair Hunter asked for a motion to approve the Resolution as presented today.

***A motion to approve the Resolution authorizing the Executive Director to execute a Third Amendment to the Amended and Restated Georgia Dome Premium Seating Brokerage Agreement was made by David Allman, seconded by Anne Hennessy, and unanimously approved.***

The next meeting is Tuesday, February 23, 2016.

***With no further business to discuss, a motion to adjourn was made by Andrew MacCartney, seconded by Stan Conway, and unanimously approved.***

RESPECTFULLY SUBMITTED:

APPROVED:

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DALE AIKEN  
ASSISTANT SECRETARY

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BILL RUSSELL  
SECRETARY