

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
FEBRUARY 22, 2011

The following were in attendance:

GWCCA Authority Members

David Allman
Taz Anderson
Jim Edenfield
Anne Hennessy
Glenn Hicks
Lee Hunter
Tim Lowe, Chair
Bob Prather
Doug Tollett
John Watson
Dee Yancey

Absent

Jeff Anderson
Mike Garrett
John Downs
Gary Smith

GWCC Legislative Overview Com.

Senators

Ronnie Chance
Bill Hamrick
Judson Hill
Ronald Ramsey

Representatives

Jan Jones
Edward Lindsey
Billy Mitchell
Butch Parrish
Donna Sheldon

GWCC Staff

Dale Aiken
Kevin Duvall
Mark Geiger
Jeff Mellin
Frank Poe
Patrick Skaggs
Sherrie Spinks
Mark Zimmerman

Dome Staff

Carl Adkins
Will Lofdahl

COP Staff

Mark Banta

Levy Restaurants

Mike Plutino
Mark Schwab

Atlanta Convention & Visitors Bureau

Mark Vaughan

Atlanta Falcons

Greg Beadles
David Homrich

Attorney General's Office

Shannon McGhee
Denise Whiting-Pack

GWCC Legal Counsel

Pargen Robertson

Governor's Office

Bart Gobeil, Deputy COO

Press

Maria Saporta, Atlanta Business Chronicle
Lisa Schoolcraft, Atlanta Business Chronicle
Leon Stafford, AJC

Guests

Byron Amos, Vine City
Joe Beasley, Bethursday
Rep. Matt Dollar
Joshua Hill – Sen. Judson Hill's son
Joe Hindsley, GM Hyatt Regency
Bob Jones, Bethursday
Jon Knight, Populous
Bill Miller, Legislative Consultant
Matt Nichols, Sutherland
Russ Simons, Populous
Jonathan Reed, Parsons Brinckerhoff Sports & Entertainment
Dennis Wellner, Populous

Chair Lowe called the meeting to order at 12:35 p.m. Chair Lowe asked for a motion to approve the minutes of the January 25, 2011 meeting.

A motion to approve the minutes of the January 25, 2011 meeting was made by Lee Hunter, seconded by Taz Anderson, and unanimously approved.

Chair Lowe then called on Jeff Mellin to present the Sales and Marketing Report for January 2011, which is hereby appended and made a part of these minutes.

Eight events totaling sixty-five days, which includes move-in and move-out days, confirmed during January for GWCC.

<u>Event</u>	<u>Date</u>
Cheersport Grand Championships	January 2011
Unveiled, the Ultimate Wedding Planning Event	April 2011
ALIVE! Expo	May 2011
Career Day	September 2011
Ace Hardware	March 2012
Food Marketing Institute/American Mean Institute/ United Fresh Produce	May 2014
Specialty Coffee Association of America	April 2016
American Society of Therapeutic Radiology & Oncology	September 2020

One exhibit hall event, totaling eight days, was cancelled at the GWCC in January 2011.

Three new events totaling six days, which includes move-in and move-out days, confirmed during January for the Georgia Dome.

<u>Event</u>	<u>Date</u>
NFC Divisional Championship Game	January 2011
Clayton County High School Graduations	May 2011
Banneker High School Graduation	May 2011

One event was cancelled at the Georgia Dome during the month of January 2011.

No new events confirmed in Centennial Olympic Park during the month of January 2011.

No events cancelled in Centennial Olympic Park during the month of January 2011.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during January was reviewed. Total attendance for January events was 269,766. New dollars generated by out-of-town visitors were \$61.2 million and estimated total economic impact was \$98.9 million. Estimated State sales tax generated was \$4.3 million.

Photographs of the following January 2011 events were reviewed:

GWCC

Passion 2011 Conference
Atlanta Boat Show
World of Wheels
International Poultry Exposition

Georgia Dome

Falcons vs. Carolina Panthers
NFC Divisional Playoff Game
Honda Battle of the Bands

Centennial Olympic Park

America's Got Talent Video Shoot
Sanctum 3D Movie Promotional

Chair Lowe thanked Mr. Mellin for his report and then called on Sherrie Spinks for the review of the January 2011 financial reports, which are appended and made a part of these minutes.

GEORGIA WORLD CONGRESS CENTER

Operating revenue for January budgeted at \$3,520,412, with actual at \$2,889,847 or \$620,565 **below** of forecast. YTD operating revenue is under budget by \$249,974 or 1.29%. Total expenditures were \$347,279 **under** budget for the month and are \$696,574 or 3.74% **under** budget YTD. The Congress Center had a net profit of \$469,862 against a budget of \$743,148 for the month. YTD the Congress Center projected a net profit of \$796,527 but had an actual profit of \$1,743,075.

GWCC Hotel/Motel Tax for July 2010 through January 2011 was \$1,500,887 compared to a budget of \$1,295,926. This is a 15% increase YTD.

GEORGIA DOME

Operating revenue for January was budgeted at \$2,540,549 but due to the NFC Divisional Playoff Game revenue was \$4,322,380 or \$1,781,831 **ahead** of forecast. YTD revenue is over budget by \$4,726,111 or 10.28%. Operating expenditures were \$1,976,549 **over** budget for the month due to the \$2 million contractual commission payment to the Falcons. YTD expenditures are **over** budget by \$2,260,464 or 8.30%. The Dome projected a net loss of (\$2,625,398) but had an actual net loss of (\$2,820,116) for the month. YTD the Dome's projected net profit was \$18,729,387; however, actual net profit was \$21,195,034.

Hotel/Motel Tax for July 2010 through January 2011 was \$10,588,737 against a budget of \$9,245,149, which is 15% increase YTD.

CENTENNIAL OLYMPIC PARK

January operating revenue was \$17,192 **ahead** of forecast due to Holiday in Lights and the ice rink. YTD operating revenue is \$203,731 under budget or 9.42%. Operating expenditures for the month were \$7,487 **under** budget. YTD Park expenses are over budget by \$12,488 or .60%. The Park projected a net loss of (\$31,003) for the month, but had an actual **net loss** of (\$6,324). YTD the Park projected a net gain against budget of \$93,514 but had an actual **net loss** of (\$122,705).

Chair Lowe thanked Ms. Spinks for her report.

At this time, Mr. Poe called upon Dennis Wellner and Jon Knight with Populous to present the Phase III Report to the Board. Chair Lowe thanked Mr. Wellner and Mr. Knight for their report.

Chair Lowe called upon Bob Prather, Chairman of the GWCCA Stadium Development Committee to update the Board on today's meeting of the Committee. The Committee met today for a presentation of the Phase III Report prepared and presented by Populous. The Committee recommends acceptance of the Report by the Board and also recommends approval for GWCCA staff to move forward with the Falcons to develop a Memorandum of Understanding, which would define the business relationship of the parties, site, and related matters as it relates to the proposed construction of a new open-air NFL stadium on the GWCCA campus.

A motion to accept the Phase III Report and to direct GWCCA staff, in concert with the Board's Stadium Development Committee, to move forward with the Falcons to develop a Memorandum of Understanding which would define the business relationship of the parties, the site, and related matters was made by Bob Prather, seconded by David Allman and was approved by the Board members.

The next GWCCA Board of Governors meeting will be held Tuesday, March 29.

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

RESPECTFULLY SUBMITTED:

APPROVED:

DALE AIKEN
ASSISTANT SECRETARY

ANNE HENNESSY
SECRETARY