

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**BOARD OF GOVERNORS MEETING**  
**AUTHORITY BOARD ROOM**  
**FEBRUARY 23, 2016**  
**12:45 p.m.**

The following were in attendance:

**GWCCA Authority Members**

Steve Adams  
David Allman  
Chris Cummiskey  
Brian Daniel  
Glenn Hicks  
Bill Jones  
Tim Lowe  
Andrew MacCartney  
Bill Rice  
Doug Tollett

Pargen Robertson  
Adam Straight  
Lindsay Strickland  
Harriet Thomas  
Mark Zimmerman

**Atlanta Convention & Visitors Bureau**

William Pate

**Attorney General's Office**

None

**Absent**

Stan Conway  
Phil Gingrey  
Anne Hennessy  
Lee Hunter, Chair  
Bill Russell

**Bank of New York**

None

**Atlanta Falcons**

None

**Office of Planning & Budget**

None

**GWCCA Legislative Overview Com.**

None

**Press**

Tim Tucker, AJC

**GWCC Staff**

Carl Adkins  
Dale Aiken  
Janet Arsenault  
Kevin Duvall  
Jennifer LeMaster  
Frank Poe

**Guests**

Bill Darden, Darden & Company  
Wayne Wadsworth, Holder Construction Co.  
Steve White, Heery Construction Co. &  
GWCCA Construction Representative

Vice Chair Allman called the meeting to order at 12:43 p.m. and then asked for a motion to approve the January 26, 2016 meeting minutes.

*A motion to approve the January 26, 2015 meeting minutes was made by Bill Rice, seconded by Glenn Hicks, and unanimously approved.*

**JANAURY FINANCIAL REPORTS**

Vice Chair Allman called on Janet Arsenault for the review of the January 2016 financial reports, which are appended and made a part of these minutes.

**GEORGIA WORLD CONGRESS CENTER**

The Congress Center projected a profit of \$510,388 for the month but had an actual profit of \$336,025, a negative variance of \$174,363. The loss was mainly due to lower F&B net profit and advertising revenue. YTD the Congress Center projected a net loss of (\$591,562) but had an actual net loss of (\$398,053), which is 33% better than budget.

## **GEORGIA DOME**

The Dome projected a net loss of (\$2,945,961 for the month, but had an actual net loss of (\$2,532,990), a positive variance of \$412,971. Total revenue was up due to additional space rental for Falcons/Saints game. Total expenses were lower for the month primarily due to lower debt service cost. YTD the Dome projected a net profit of \$27,664,746 but had an actual net profit of \$29,291,183.

## **CENTENNIAL OLYMPIC PARK**

The Park projected a net loss against budget of (\$128,000) for the month but had an actual net loss of (\$96,485), a positive variance of \$31,515. The positive variance was due to higher than anticipated F&B revenue and savings in personnel and maintenance costs. YTD the Park projected a net loss of (\$47,783) but had an actual net loss of (\$417,357). The shortfall was due to F&B, ticket sales, and space rental which did not materialize.

Hotel/Motel Tax of \$16.6M was 4.66% over budget for the month and is 8.68% ahead of last year at this time.

The following January events resulted in an estimated 287,462 attendees and an estimated economic impact of \$143.5M for the month.

GWCC: Passion Conference 2016  
Imaging USA  
Atlanta Boat Show 2016  
IPPE 2016

Dome: Falcons vs. New Orleans Saints  
Monster Jam  
Honda Battle of the Bands

Vice Chair Allman thanked Ms. Arsenault for the reports.

## **MERCEDES BENZ STADIUM UPDATE**

The Board received a construction update this time last year. Today, the Board received a one-year follow-up report from Wayne Wadsworth, Project Executive with HHRM JV, and Bill Darden, President of Darden & Company. The project is now well under way. Construction Phases included:

- Phase I – Main Building;
- Phase II – Fixed & Operable Roof; and
- Phase III – Lower Bowl Come-Backs.

A video sequence of the structural steel erection was shown. All fixed roof shop drawings have been processed. The building façade will come alive over the next few months and will continue into the first quarter of 2017. The last girders for MLK roadwork will be complete by August 2016. The target end date of the Plaza connection over Mangum is the end of October 2016. Pre-qualification of bidders for Dome demolition to be completed by end of March 2016. Bid process will take place from April 2016 through August 2016.

Steve White with Heery Construction was recognized as the Authority's Contractor Representative for the New Stadium Project.

## **LEARNING & DEVELOPMENT PROGRAM UPDATE**

Today's Learning and Development update is a result of initiatives with the GWCCA Board of Governors. Harriet Thomas, GWCCA's Training and Programs Manager presented the update.

The following longstanding training initiatives have played a major role in training our workforce and serving our customers.

- Customer service workshops;
- GWCCA University;
- The FISH;
- Give 'em the Pickle;
- Juggling Elephants;
- Series 100 – Series 300;
- Johnny the Bagger;
- Professional Development;
- Best in Class; and
- Workplace Focus.

In 2012, The Authority began to strategically align its people strategies with its business strategies by revamping its approach to training with an emphasis on culture, competencies, and leadership development and launching "Best in Class" customer service. This reinforced our commitment to service excellence.

In 2013, department specific training was redefined with technical education curriculum with attention to skill and competency development.

In 2014, the Authority partnered with The Carl Vinson Institute of Government and in 2015, with the University of Georgia's Terry College of Business to strengthen our leadership pool of highly qualified candidates, demonstrating our commitment to developing successors for critical positions. Forty participants have graduated from Carl Vinson and twenty of our senior leaders are now graduates of Terry College of Business Executive Programs.

In 2016, the Authority realigned its Senior Leadership Program and its relationship with the International Association of Venue Managers (IAVM) to develop a comprehensive succession planning program. Criteria has been established for participation in Venue Management School. Five employees have enrolled in the Venue Management School and two for the Graduate Institute Program.

When evaluating our management and Senior Leadership Program, the Authority discovered some specific skill gaps within our business and market trends. The Terry College of Business worked with the Authority to develop this year's Emerging Leaders Program. The curriculum bridges gaps in strategy, communication, emotional intelligence, critical thinking, and team building. Graduates of the Senior Leadership Program will mentor the Emerging Leaders. Twenty-five applications have been received and feedback has been positive. The Authority continues to invest in quality learning programs to support the strategies of its business in order to remain competitive in the industry.

**RESOLUTION – AMENDMENTS TO GWCCA BYLAWS**

As a reminder, the proposed amendments to the GWCA Bylaws were distributed on January 21, 2016 (meeting the minimum thirty day circulation requirement prior to requested action by the Board of Governors) and reviewed with the Board at the January 26, 2016 Board of Governors meeting. The proposed amendments adopt the Authority’s new governance structure. The Resolution presented for action today authorizes approval of the proposed amendments. Staff recommends approval.

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

*A motion to approve the Resolution authorizing approval of the proposed Amendments to the GWCCA Bylaws was made by Glenn Hicks, seconded by Doug Tollett, and unanimously approved.*

The next meeting is Tuesday, March 29, 2016.

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

RESPECTFULLY SUBMITTED:

APPROVED:

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DALE AIKEN  
ASSISTANT SECRETARY

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BILL RUSSELL  
SECRETARY