

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**BOARD OF GOVERNORS MEETING**  
**FEBRUARY 26, 2013**  
**Building C, Meeting Room C203**  
**1:00 p.m.**

The following were in attendance:

**GWCCA Authority Members**

Steve Adams  
Taz Anderson  
Brian Daniel  
Anne Hennessy  
Glenn Hicks  
Lee Hunter  
Tim Lowe, Chair  
Greg O'Bradovich  
Tricia Pridemore  
Bill Rice  
Bill Russell  
Gary Smith  
Doug Tollett

**Absent**

David Allman  
John Downs

**GWCCA Legislative Overview Com.**

Rep. Matt Hatchett

**GWCC Staff**

Mark Adams  
Dale Aiken  
Stephanie Kindregan  
Kevin Duvall  
Jennifer LeMaster  
Frank Poe  
Patrick Skaggs  
Sherrie Spinks  
Mark Zimmerman

**Dome Staff**

None

**COP Staff**

Joe Skopitz

**Levy Restaurants**

Steve Potts

**Atlanta Convention & Visitors Bureau**

William Pate  
Mark Vaughan

**Attorney General's Office**

Denise Whiting-Pack  
Shannon McGhee

**Bank of New York**

Eric Knoll

**Atlanta Falcons**

None

**GWCC Legal Counsel**

Pargen Robertson

**Office of Planning & Budget**

None

**Press**

Leon Stafford, AJC

**Guests**

John Christie, AHM  
Sharon Goldmacher, Atlanta Basketball Host Committee  
Rep. Sheila Jones  
Greg Knight, COP Program Coordinator  
Mark Neifeld, Dome Event Coordinator  
Stephanie Schatzer, GWCC Sr. Event Coordinator  
Adam Straight, Dome Dir. of Facility Operations  
Rep. Mable Thomas

Chair Lowe called the meeting to order at 1:03 p.m. and asked for a motion to approve the January 29, 2013 meeting minutes.

***A motion to approve the January 29, 2013 meeting minutes was made by Glenn Hicks, seconded by Bill Rice, and unanimously approved.***

Chair Lowe then introduced the following guests:

Sharon Goldmacher, Exec. Dir. - Atlanta Basketball Host Committee  
Representative Shirley Jones  
Greg Knight, COP Program Coordinator  
Mark Neifeld, Dome Event Coordinator  
Stephanie Schatzer, GWCC Sr. Event Coordinator  
Adam Straight, Dome Director of Facility Operations  
Representative Mable Thomas

Chair Lowe then called upon Mark Adams, GWCC's Director of Sales, to present the Sales and Marketing Report for January 2013, which is hereby appended and made a part of these minutes.

Five new events totaling twenty days confirmed during January 2013 for GWCC.

<u>Event</u>	<u>Date</u>
Amazing Championship	November 2013
Bronner Brothers International Beauty Show	August 2014
National Black MBA Association	September 2014
2014 National Youth Workers Convention	November 2014
Future Business Leaders of America	June 2016

No exhibit hall events cancelled at the GWCC in January 2013.

One new event confirmed during January 2013 for the Georgia Dome.

<u>Event</u>	<u>Date</u>
The Gold Cup	July 2013

No events cancelled at the Dome in January 2013.

No new events confirmed in Centennial Olympic Park during the month of January 2013.

No events cancelled at the Park in January 2013.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during January was reviewed. New dollars generated by out-of-town visitors during January were \$89.5 million and estimated total economic impact was \$170.0 million. Estimated State sales tax generated was \$4.8 million.

Photographs of the following January 2013 events were reviewed:

**GWCC**

Passion Conference 2013  
Atlanta Boat Show  
International Production and Processing Expo

**Georgia Dome**

Passion Conference 2013  
NFC Championship  
Honda Battle of the Bands

**Centennial Olympic Park**

None

Chair Lowe thanked Mark for his Sales Report and then called on Sherrie Spinks for the review of the January 2013 financial reports, which are appended and made a part of these minutes.

**GEORGIA WORLD CONGRESS CENTER**

January operating revenue of \$4,355,500 was \$782,830 **over budget** due to International Production and Processing Expo revenue. YTD operating revenue is \$2,116,140 or 119.8% over budget. Operating expenditures of \$2,568,913 were \$145,838 **under budget**. YTD operating expenditures are \$8,495 or .05% under budget. The Congress Center projected a net profit of \$857,919 for the month but had an actual net profit of \$1,786,587, which is positive variance of \$928,668. YTD the Congress Center projected a net loss of (\$379,578) but had an actual net profit of \$1,745,057, a positive variance of \$2,124,635.

GWCC Hotel/Motel Tax for January 2013 was \$1,663,112, compared to a budget of \$1,541,549, which was 7.89% ahead of projection for the month and 11.85% over last year at this time.

**GEORGIA DOME**

January total revenue of \$6,935,157 was \$4,856,228 **over budget** due to the two Falcons playoff games. YTD revenue is \$9,427,886 or 18.31% over budget. Total expenditures of \$7,866,576 were \$2,349,967 **over budget** due to the Falcons playoff games. YTD expenditures are \$3,365,176 or 10.63% over budget. The Dome projected a net loss of (\$3,437,680) for the month but due to a \$1.5 million interest payment in January, had an actual net loss of \$931,419, a positive variance of \$2,506,261. YTD the Dome projected a net profit of \$19,843,914 but had an actual net profit of \$25,906,624, a positive variance of \$6,062,710.

Dome Hotel/Motel Tax for January 2013 was \$11,734,131 against a budget of \$10,935,294, which was 7.31% ahead of projection for the month and 11.33% over last year at this time.

**CENTENNIAL OLYMPIC PARK**

January total revenue of \$154,220 was \$30,019 **under budget**. YTD Park revenue is \$68,208 or 3.44% under budget due to non-payment of Holiday in Lights sponsorship. Total expenditures of \$188,721 were \$66,973 **under budget**. YTD Park expenditures are \$113,669 or 6.41% under budget. The Park projected a **net loss** of (\$71,455) for the month but had an actual net loss of (\$34,501), a positive variance of \$117,970. YTD the Park projected a net gain of \$208,375 but had an actual **net gain** of \$253,836, a positive variance of \$45,461.

Chair Lowe thanked Ms. Spinks for her reports.

### **DOMESTIC POWER OUTAGE UPDATE – Adam Straight**

On Sunday, February 24, a Georgia power transformer located outside of the Georgia Dome in the vault (between gates A & B) exploded and caught fire. No injuries were sustained. The Atlanta Fire Department responded and extinguished the fire with dry chemicals and Georgia Power was on-site immediately. The building temporarily lost power but the emergency generators worked as designed. Georgia Power replaced the transformer yesterday. The Dome was up and running in less than 48 hours. Considering the upcoming Final Four, it was beneficial to have this test prior to the event. We learned that other than a catastrophe taking place, this was a worst case scenario and we only dropped a minimum of service. The cause of the explosion is still under investigation.

### **COLLEGE FOOTBALL HALL OF FAME UPDATE**

John Christie with Atlanta Hall Management (AHM) provided the Board with an update on the College Football Hall of Fame. Groundbreaking was December 31, 2012. Project construction, exhibit design, fabrication, media production, staffing, and job creation are underway. AHM will continue fund raising. The soft opening is scheduled for early August 2014. Grand opening is scheduled for late August 2014 to coincide with the Chick-fil-A Kickoff Game weekend. Project construction activity and date of anticipated completion is outlined below.

<u>Construction Activity</u>	<u>Date</u>
• Utility relocation(s)	January 8, 2013 (completed)
• Green Lot closed, fence installation, & Mobilization of construction equipment	January 28, 2013 (completed)
• Demolition of site	Mid February 2013 (completed)
• Baker Street relocated	Mid May 2013
• Foundation(s)	Mid June 2013
• Building structure top out	November 2013
• Building dry-in	January 2014
• Exhibits rough-in start	February 2014
• Parking deck complete	May 2014
• Exhibits & media interactives complete	August 15, 2014
• Grand Opening	Late August 2014

Photos of the Green Lot construction and renderings of the interior and exterior of the building were presented. AHM has partnered with the Omni Hotel to book events in the Hall of Fame. AHM will come back periodically to update the Board on project progress.

### **FINAL FOUR UPDATE**

Sharon Goldmacher, Executive Director of the Atlanta Host Basketball Committee, presented a broad overview of Final Four plans. Bracket Town, sponsored by Cola-Cola Zero, will kick-off on Friday, April 5, with the Ultimate Final Four Fan Fest. The Fan Fest will run through Monday, April 8, and will include autograph sessions, concerts, and daily youth clinics. The Harlem Globe Trotters will play Friday, April 5, as a part of Bracket Town. Other fan events include:

The Northwestern Mutual Road to the Final four 5K on Saturday, April 6;

- The Big Dance Concert series (Friday, Saturday, and Sunday) (free and open to the public);
- The NCAA Division III Men's National Championship Game at Philips Arena (free and open to the public); and

- The NCAA Division II Men's Basketball National Championship Game at Philips (free and open to the public).

The following youth events are also open to the public.

- Reese's Final Four Friday;
- Reese's College All-Star Game;
- NCAA Powerade Youth Clinics;
- Powerade 3 v. 3 Tournament at Bracket Town; and
- Final Four Dribble Fueled by Powerade.

Community initiatives include:

- NCAA Men's Final Four Sports Career & College Expo
- 4 Courts in 4 Days (restoration and refurbishment);
- Samaritan's Feed/Feed the Hungry (7,500 pairs of shoes and 2,500 food boxes to be given out);
- USBWA Sports Writing Workshop;
- Sustainability projects.

Mark Neifield, Dome Event Coordinator, updated the Board on the following Dome preparations for the Final Four.

- Removing over 9,000 seats for Colonnade load-in;
- Setting terracover flooring system;
- Detailing stadium by pressure washing, painting, and beginning projects;
- Upgraded new seating system;
- Adding new court, student-athlete family seats, media sections, and VIP seats; and
- Adding 18,849 non-permanent seats.

March 23 through March 28 rigging of 165,000 pound video board takes place. March 1 through April 3 décor load-in takes place, Turner and CBS arrive; and media work spaces in C1 begin load-in. This year's event marks the 75<sup>th</sup> Anniversary of March Madness. Special celebrations include a 75<sup>th</sup> Anniversary team, players, and moments. Hall of Fame inductees will be honored.

Stephanie Schatzer, GWCC Sr. Event Coordinator, updated the Board on events taking place in at the Congress Center during the Final Four.

- NABC Marketplace & Convention;
- Final Four Salute Presentation;
- Final Four Youth Friday
- Bracket town refreshed by Coca-Cola Zero;
- Northwestern Mutual road to the Final Four 5K;
- FAN Experience;
- ELITE Experience;
- SCHOOL Experience;
- Final Four Dribble; and
- AT&T NABC Guardians of the Game Awards Show;

Greg Knight, Park Program Coordinator, reviewed the following 2013 Big Dance event schedule.

- Friday, April 5 – AT&T Block Party  
3 artists will perform
- Saturday, April 6 – Coke Zero Countdown  
4 artists will perform  
First semi-final game will be shown on a big screen  
One act will perform after the first game
- Sunday, April 7 - Capital One Jamfest  
4 artists perform  
Biggest night of the event, will include fireworks

Park Overview:

- The Big Dance is free and open to the public;
- Rules and regulations will be communicated through onsite signage, all social media, and our websites;
- Bag search at entry points, with continuous flow to the Congress Center and Dome;
- Food and beverage will be available for purchase;
- Estimated 15,000 attendees each day;
- A-Level talent each night; and
- Will include a 90-foot tall ferris wheel.

### **LEGISLATIVE UPDATE**

Last year the Authority began looking at the possibility of leaving the State Health and Flexible Benefit Plans. Effective January 1, 2013, the Authority was successful in moving to its own health plan with Cigna. Specific legislation is needed in order for the Authority to move out of the State's Flexible Benefit Plan. The Flexible Benefit Plan includes dental, vision, life, and short term disability insurance products. During the current General Assembly Session, Rep. Rich Golick of Smyrna introduced HB 246, which would allow the Authority to leave the State's Plan. The bill passed out of the House last Tuesday by a vote of 166-1. The Bill is now in the Senate Insurance Committee. A vote is expected in the next few weeks.

Included in Governor Deal's FY14 Budget is \$11.75 million for infrastructure for the parking deck and the relocation of Baker Street associated with the College Football Hall of Fame. Also included in the budget is \$3.25 million for restroom and elevator upgrades to the Congress Center's Building B for a total of \$15 million. Last Wednesday, February 20, the Authority presented its budget requests to the House Appropriations Economic Development Committee. We anticipate a favorable vote.

### **STADIUM UPDATE / CITY COUNCIL MEETINGS**

Governor Deal has publicly expressed concern with advancing legislation to allow the Authority to issue revenue bonds for the new stadium project. The Governor and Mayor Reed are seeking an alternative path which would use a local economic development agency, Invest Atlanta, to issue \$200 million in revenue bonds. On February 13, 2013 the Falcons, Authority, City staff, and Invest Atlanta made presentations to the City Council Finance Committee to provide a baseline of information on the stadium process. A follow-up question and answer session was held February 20. Both sessions were open to the public. A public hearing is scheduled for February 27. The Authority and the Falcons have put the MOU process on hold for the time being in order to get direction on how to approach it with the City process now involved.

*With no further business to discuss, a motion to adjourn was made by Glenn Hicks, seconded by Lee Hunter, and unanimously approved.*

RESPECTFULLY SUBMITTED:

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DALE AIKEN  
ASSISTANT SECRETARY

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ANNE HENNESSY  
SECRETARY