

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
FEBRUARY 28, 2012
Authority Board Room
12:00 p.m.

The following were in attendance:

GWCCA Authority Members

David Allman
Taz Anderson
John Downs
Anne Hennessy
Glenn Hicks
Greg O'Bradovich
Bill Rice
Doug Tollett

Absent

Jeff Anderson
Lee Hunter
Tim Lowe, Chair
Tricia Pridemore
Gary Smith
Dee Yancey

GWCCA Legislative Overview Com.

None

GWCC Staff

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

Dome Staff

Carl Adkins

COP Staff

Mark Banta
Joe Skopitz

Levy Restaurants

Mark Schwab
Scott Sweeney

Atlanta Convention & Visitors Bureau

None

Attorney General's Office

None

Bank of New York

Zac Vaughn

GWCC Legal Counsel

Pargen Robertson

Office of Planning & Budget

Yvonne Turner
Heather Zimmerman

Press

Leon Stafford, AJC
Amy Wenk, Atl. Bus. Chronicle

Guests

Carrie Salvary, NPU-L Vice-Chair
Able Mable Thomas, NPU-L Exec.
Committee Member

Frank Abbinanti, Levy's Campus Executive Chef, and Michael Swann, Levy's GWCC Executive Chef, informed the board about Levy's efforts to incorporate local and state seasonal farm products into their menus. Vidalia onions were featured in today's lunch.

Secretary Hennessy called the meeting to order at 12:30 p.m. and introduced the following first time guests.

Amy Wenk, GWCCA's new Office of Planning & Budget Policy Analyst;
Heather Zimmerman, Atlanta Business Chronicle's Hospitality Correspondent;
"Able" Mable Thomas, NPU-L Executive Committee Member; and
Carrie Salvary, NPU-L Vice-Chair.

Secretary Hennessy asked for a motion to approve the minutes from the January 31, 2012 meeting.

A motion to approve the January 31, 2012 meeting minutes was made by David Allman, seconded by Taz Anderson, and unanimously approved.

Secretary Hennessy then called upon Patsie Rand to present the Sales and Marketing Report for January 2012, which is hereby appended and made a part of these minutes.

Eight events totaling twenty-two days, which includes move-in and move-out days, confirmed during January 2012 for GWCC.

<u>Event</u>	<u>Date</u>
Passion Conference	January 2013
Primerica	June 2013
Cheersport National Championships	February 2014
American Coatings	April 2014
North American Teluga Association	July 2014
ASIS International	September 2022
Academy of Nutrician and Dietetics	October 2022
PaperCon 2015	April 2015

The following exhibit hall event was cancelled at the GWCC in January 2012.

2016 SEIU Quadrennial North American Convention	May 2016
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Two new events totaling seven days confirmed during January 2012 for the Georgia Dome.

<u>Event</u>	<u>Date</u>
Tri-Cities High School Graduation	May 2012
Monster Jam	January 2013

No events were cancelled at the Georgia Dome during the month of January 2012.

Eleven new events confirmed in Centennial Olympic Park during the month of January 2012.

<u>Event</u>	<u>Date</u>
Purina Incredible Dog Challenge	March 2012
Energy for Life	April 2012
Fiesta Atlanta	May 2012
Praise in the Park	August 2012
Paws in the Park	September 2012
Buddy Walk Atlanta	October 2012
Making Strides Against Breast Cancer	October 2012
Juvenile Diabetes	October 2012
Partnership Walk	October 2012
Purple Stride Atlanta	November 2012
Chick-fil-A Bowl Parade	December 2012

No events cancelled in Centennial Olympic Park during the month of January 2012.

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 \$64.8 million and estimated total economic impact was \$103.9 million. Estimated State sales tax generated was \$4.6 million.

Photographs of the following January 2012 events were reviewed:

GWCC

Passion Conference
Mary Kay
Atlanta Boat Show
A Town Showdown
International Poultry Exposition

Georgia Dome

Passion Conference
Monster Jam
Honda Battle of the Bands

Mark Banta, General Manager of Centennial Olympic Park, is retiring after sixteen years with the Authority to move to Dallas, Texas to oversee to building of a new park. Mark is a gentleman and a true professional. He will be difficult to replace. Mark thanked the Authority for allowing him the opportunity to be a part of the Park.

Chair Lowe thanked Patsie for her Sales Report and then called on Sherrie Spinks for the review of the January 2012 financial reports, which are appended and made a part of these minutes.

GEORGIA WORLD CONGRESS CENTER

Operating revenue for January was budgeted at \$2,834,923, with actual at \$3,589,256, which is \$754,333 ahead of forecast. YTD operating revenue is **over** budget by \$716,077 or 5.0%. Total expenditures of \$2,622,078 were \$126,424 over budget. YTD expenses are **under** budget by \$725,980 or 5.05%. The Congress Center projected a net profit of \$339,269 for January but had an actual net profit of \$967,178 for the month, which is positive variance of \$627,909. YTD the projected net loss was (\$3,588,756). Actual net loss was (\$2,146,699) or a positive variance of \$1,442,057.

GWCC Hotel/Motel Tax for July 2011 through January 2012 was \$1,486,906 compared to a budget of \$1,553,187. This is 4.27% below projection. Last year at this time Hotel/Motel Tax was \$1,500,887.

GEORGIA DOME

Operating revenue for January was budgeted at \$3,546,946 with actual at \$2,928,867, which was **below** forecast by \$618,079 due to H/M tax and Food Service coming in under forecast. YTD operating revenue is **ahead** of forecast by \$1,690,919 or 3.55%. Operating expenditures of \$4,118,843 were \$2,730,528 under budget primarily due to timing of debt service. YTD operating expenditures are **over** budget \$28,736 or 0.10%. The Dome projected a net loss of \$3,302,425 but had an actual net loss of \$1,189,976 for the month, a positive variance of \$2,112,449. YTD the Dome projected a net profit of \$18,722,859, but had an actual net profit of \$20,385,042, a positive variance of \$1,662,183.

Hotel/Motel Tax for July 2011 through January 2012 was \$10,540,074 against a budget of \$10,986,198, which is 4.06% below projection. Last year at this time Hotel/Motel Tax was \$10,588,737.

CENTENNIAL OLYMPIC PARK

Operating revenue for January was budgeted at \$197,400 with actual at \$170,375, which was **below** forecast by \$27,025. YTD operating revenue is **below** forecast by \$240,277 or 14.63%. Operating expenditures of \$210,334 were **under** budget \$45,749. YTD operating expenditures are **under** budget \$23,568 or 1.38%. The Park projected a net loss against budget of \$58,683 for the month, but had an actual **net loss** of \$39,959, a positive variance of \$18,724. YTD the Park projected a net loss against budget of \$63,377, but had an actual net loss of \$280,086, a negative variance of \$216,709.

Secretary Hennessy thanked Ms. Spinks for her reports.

FALCONS 2012 PREMIUM SEATING and ADVERTISING PRICING

The GWCCA Executive Committee met February 13, 2012 and took action to approve the Falcons 2012 Advertising and Premium Seating rates in order to give the Falcons the opportunity to enter the market place. The full Board was asked to ratify the Executive Committee's action of approval.

A motion to ratify action taken by the GWCCA Executive Committee to approve the Falcons 2012 Advertising and Premium Seating rates was made by Glenn Hicks, seconded by Doug Tollett and unanimously approved.

GWCCA BY-LAWS

Also at the February 13 GWCCA Executive Committee meeting, the Executive Committee was informed that the By-Laws were last updated in 2002 with a minor adjustment in 2005. GWCCA staff recently reviewed the By-Laws and found several items that need to be revised. Over the next thirty (30) days, staff will work with the Executive Committee to review the By-Laws in depth. All Board members will be invited to attend the review meetings. Once all items that need revision have been identified, the suggested changes will be presented to the full Board at the April Board meeting for review and action.

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

RESPECTFULLY SUBMITTED:

APPROVED:

DALE AIKEN
ASSISTANT SECRETARY

ANNE HENNESSY
SECRETARY