

**MINUTES
GWCCA EXECUTIVE COMMITTEE MEETING**

**March 18, 2014
Conference Call
2:00 p.m.**

Committee Members Present:

David Allman
Glenn Hicks, Member at Large
Lee Hunter
Tim Lowe, Chair
Bill Rice, Member at Large
Bill Russell

GWCCA Staff:

Dale Aiken
Kevin Duvall
Jennifer LeMaster
Frank Poe

Other:

Pargen Robertson, Owen Gleaton

Committee Members Absent:

None

Chair Lowe called the meeting to order at 2:03 p.m. and asked for a motion to approve the February 25, 2014 meeting minutes.

A motion to approve the February 25, 2013 GWCCA Executive Committee meeting minutes was made by Glenn Hicks, seconded by Lee Hunter, and unanimously approved.

GWCC BROKERAGE AGREEMENT

The Committee was reminded that at the September 2013 Planning Retreat staff advised the Board of their desire to find a path with the Falcons to develop a Brokerage Agreement to sell advertising on key assets on our campus. Staff has identified campus assets and initial financial terms for a possible brokerage agreement. The Executive Committee briefing goal is to provide an opportunity to review a potential structure. Staff will review the financial business terms with the Stadium Development Committee next Tuesday, March 25. At this time Kevin reviewed relevant pieces of the March 25 business terms presentation, which included the following.

Business Terms:

- Agreement duration;
- Inventory available for Falcons to sell;
- Inventory available for GWCC to sell;
- Inventory carve outs (current advertising agreements which would not be included);
- Selling process; and
- Potential structures (Commission or guarantee).

Advertising History:

- Falcons Revenue / Payment Analysis – Brokerage Agreement; and
- GWCC Sales History.

Advantages:

- Why we should partner.

Recommendation & Next Steps

The Committee expressed the following concerns.

- Is it a competitive deal?
- Has the Authority explored a new brokerage agreement with another marketing firm?
- Has staff sought out expertise on what market advertising structures are?

Staff will obtain validation from an outside expert regarding the proposed deal.

There being no further business, the meeting adjourned at 2:45 p.m.

Respectfully submitted:

Approved:

Dale Aiken, Assistant Secretary

Tim Lowe, Chair