

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**BOARD OF GOVERNORS MEETING**  
**AUTHORITY BOARD ROOM**  
**MARCH 25, 2014**  
**1:00 p.m.**

The following were in attendance:

**GWCCA Authority Members**

Steve Adams  
Brian Daniel  
Anne Hennessy  
Glenn Hicks  
Lee Hunter  
Bill Jones  
Tim Lowe, Chair  
Greg O'Bradovich  
Bill Rice  
Bill Russell  
Charlie Yates  
Doug Tollett

**Absent**

David Allman  
Taz Anderson  
John Downs

**GWCCA Legislative Overview Com.**

Senator Frank Ginn  
Senator Judson Hill  
Senator David Shafer  
Representative Mark Hamilton  
Representative Butch Parrish

**GWCC Staff**

Mark Adams  
Dale Aiken  
Kevin Duvall  
Jennifer LeMaster  
Frank Poe  
Lindsay Perdue  
Patrick Skaggs  
Mark Zimmerman

**Dome Staff**

Carl Adkins

**COP Staff**

Joe Skopitz

**Levy Restaurants**

Steve Potts

**Atlanta Convention & Visitors Bureau**

William Pate  
Mark Vaughan

**Attorney General's Office**

Denise Whiting-Pack

**Bank of New York**

None

**Atlanta Falcons**

None

**GWCC Legal Counsel**

Pargen Robertson

**Office of Planning & Budget**

None

**Press**

None

**Guests**

Lawrence Bell, Troutman Sanders Strategies  
John Christie, Atlanta Hall Management  
Julia Karrenbauer, Dome & Park Dir. of Devel.  
Lynn Ross, GWCCA Accounting Department  
John Stephenson, Atlanta Hall Management  
Robb Willis, Troutman Sanders Strategies

Chair Lowe called the meeting to order at 1:03 p.m. and asked for a motion to approve the February 25, 2014 meeting minutes.

*A motion to approve the February 25, 2014 meeting minutes was made by Lee Hunter, seconded by Anne Hennessy, and unanimously approved.*

## **FEBRUARY FINANCIAL REPORTS**

Chair Lowe called on Kevin Duvall for the review of the February 2014 financial reports, which are appended and made a part of these minutes.

### **GEORGIA WORLD CONGRESS CENTER**

The Congress Center projected a net profit of \$367,147 for the month but had an actual net loss of (\$593,907), a negative variance of \$961,054. This was primarily due to shortfalls from Exhibit Hall Rental and Utility Services revenue from multiple events. YTD the Congress Center projected a profit of \$1,150,022 but had an actual loss of (\$843,731), a negative variance of \$1,412,060.

### **GEORGIA DOME**

The Dome projected a net profit of \$981,289 for the month but had an actual net profit of \$1,255,237, a positive variance of \$273,948. This was primarily due to exceeding F&B sales for Supercross, Winter Jam, and Women's Soccer. YTD the Dome projected a profit of \$23,590,019 but has an actual profit of \$25,397,889.

### **CENTENNIAL OLYMPIC PARK**

The Park projected a net loss against budget of (\$63,654) for the month but had an actual loss against budget of (\$72,139), a negative variance of \$8,485. YTD the Park projected a profit of \$184,178 but had an actual profit of \$189,932.

The Congress Center will not hit the Q2 snapshot projection but it anticipates a breakeven year. The Dome and Park will achieve their Q2 snapshots.

Hotel/Motel Tax of \$15.7M was 2.81% below projection for the month but is 0.49% ahead of last year at this time.

The following February events resulted in an estimated 203,667 attendees and an estimated economic impact of \$98.7M for the month.

GWCC: American Meteorological Society  
Cheersport  
True Value Spring Reunion  
Bronner Brothers International Hair Show

Chair Lowe thanked Mr. Duvall for the reports.

### **COLLEGE FOOTBALL HALL OF FAME UPDATE – John Stephenson**

John Stephenson, CEO of Atlanta Hall Management (AHM), invited Board members to visit the new AHM offices in Building A. A number of archives and artifacts have arrived which they might be interested in seeing. Mr. Stephenson thanked Frank Poe, Kevin Duvall, Mark Zimmerman, and Patrick Skaggs for their cooperation over the past two years. It has been a pleasure to work with them. Mr. Stephenson introduced John Christie, Chief Operating Officer for AHM, and thanked him for all he has done to make this project a success.

Mr. Stephenson gave an updated “progress report” of activity since February 2012. Since that time, project cost has been reduced to \$67.5M, access to site and financing have been achieved, AHM Board has increased from nine to fifteen members, opening date has been set for August 2014, the number of AHM employees has increased from two to fourteen, the number of sponsors has grown from five to sixteen, and philanthropic/civic gifts increased from none to \$9.8M. The facility sits on the Congress Center’s former Green parking lot and will provide a handsome entry into both the Congress Center and the Hall of Fame. A parking deck will be located on the north end of the lot and will be owned and operated by the Authority. Retail space will be located along Marietta Street.

#### **Diversity & Sustainability Goals:**

- Minority-owned business – 15%, actual as of January 2014 is 23%
- Women-owned business – 15%, actual as of January 2014 is 19%
- Sustainability goal is to be LEED certified.
- Forecast sustainability is LEED silver

### **PARK “EVENT LOOK AHEAD” UPDATE – Julia Karrenbauer**

Julia Karrenbauer, Director of Business Development, highlighted three of the Park’s upcoming large spring events for the Board. They are opportunities to get the Park and its brand in the public eye.

The first event is Sweetwater 420 Festival. It takes place April 18 through April 20. It is a three-day festival with beer, local food, and multiple stages for music. This event has signed a five year deal at the Park. A 420 Fest 5K will be held in conjunction with the Festival. Expected attendance for the run is 3K. This year the event will be ticketed. Projected attendance for the entire event is 30K.

The second event is Party in the Park which takes place May 17. This is the third year for this event, which is self-promoted. Revenue opportunities include ticket sales, a facility fee, F&B revenue, sponsorships, and merchandise sales. Projected attendance is 9K.

The third event is Gumball 3000. This event is a car rally which takes place June 5. It will host 125 luxury cars which travel cross country from Miami to Ibiza (3,000 miles). After fifteen years, this is the first time the event has included Atlanta and the Park in their route. Atlanta will be the second stop along the way. The event is open to the public. Projected attendance is between 10K and 15K. A nightly concert and/or party will be held at each stop.

Julia had the opportunity to take part in the Billboard Touring Conference in New York and the Pollstar Live Conference in Nashville to gain knowledge and bring best practices back from people who have been doing concert events for a number of years.

### **RESOLUTION – CSC CONTRACT AMENDMENT**

The current Crowd Management Services Agreement with Contemporary Services Corporation (CSC) expires in June 30, 2015. Carl Adkins, General Manager for the Dome, reviewed the background of the Dome's current agreement with CSC. The Dome is obligated by license agreement with the Falcons to provide crowd management services which includes security, ticket takers, ushers, and event staff supervisors. The Dome contracted with CSC in 2002 to provide these services for Falcons games and all publicly ticketed events in the Dome. The agreement with CSC has been renewed twice, once in 2002 and again in 2009. If the Dome renews the agreement now, the scope of services would remain the same, the Dome would forgo until July 1, 2015 a \$1 hourly increase scheduled for July 1, 2014 (represents a savings of \$65K in the Dome FY15 budget and would save publicly ticketed events in staff cost next year), and rates would remain flat through the life of the Dome or June 17, 2017.

Staff recommends Board approval of a Resolution authorizing the Executive Director to negotiate an amended agreement with CSC to extend their agreement to expire not later than June 30, 2017.

Chair Lowe asked for a motion to approve the CSC Contract Amendment Resolution as presented to the Board today.

*A motion to approve the Resolution authorizing the Executive Director to negotiate and execute an extended agreement with Contemporary Services Corporation (CSC) was made by Glenn Hicks, seconded by Doug Tollett, and unanimously approved.*

### **RESOLUTION – GWCC BYLAWS CHANGE**

The Board was informed at the February 25 Board meeting of the possibility of needing to change the Bylaws to add two Savannah Convention Center positions, the General Manager and Assistant General Manager, to Article VI – Officers and Article VII – Powers and Duties of Officers should the Authority enter into a management facilities agreement with the Savannah International Trade and Convention Center (SITCC). Subsequently, the Authority did enter into a management agreement with the SITCC on March 25, 2014. Therefore, today staff is recommending approval of the Resolution authorizing amending the GWCCA Bylaws to include the SITCC General Manager and Assistant General Manager positions.

Chair Lowe asked for a motion to approve the proposed Bylaws change Resolution as presented to the Board today.

*A motion to approve the resolution amending the GWCCA Bylaws to include the Savannah International Trade & Convention Center General Manager and Assistant General Manager positions was made by Brian Daniel seconded by Glenn Hicks, and unanimously approved.*

### **BOARD PLANNING RETREAT DATES**

The 2014 Board Planning Retreat is scheduled for Wednesday, September 24, Thursday, September 25, and Friday, September 26. A SITCC Board and GWCCA Board dinner will be scheduled for Wednesday evening and the meeting will take place Thursday and Friday. A tour of the Savannah Convention Center will be scheduled for Friday.

**LEGISLATIVE UPDATE**

Lindsay Perdue, GWCCA Director of Government Relations, updated the Board on the 2014 Legislative Session. It was a successful session for the Authority. House Bill 246 (GWCCA Flexible Benefits) passed. The Authority will receive \$2.5M for Building B renovations, \$2.235M for Building C carpet replacement, \$1.1M for COP reflection pool renovations, and \$17M for future parking facilities from the approved State budget of \$744M.

**EXECUTIVE SESSION – PROPERTY ACQUISITION**

*A motion to move into Executive Session to discuss property acquisition was made by Charlie Yates, seconded by Doug Tollett, and unanimously approved.*

The regular GWCCA Board of Governors meeting re-convened at 1:50 p.m.

The next meeting is scheduled for Tuesday, April 29, 2014.

*With no further business to discuss, a motion to adjourn was made by Charlie Yates, seconded by Anne Hennessy, and unanimously approved.*

RESPECTFULLY SUBMITTED:

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DALE AIKEN  
ASSISTANT SECRETARY

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BILL RUSSELL  
SECRETARY