

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**MARCH 27, 2012**  
**Authority Board Room**  
**12:00 p.m.**

The following were in attendance:

**GWCCA Authority Members**

Jeff Anderson  
Taz Anderson  
Anne Hennessy  
Lee Hunter  
Tim Lowe, Chair  
Glenn Hicks  
Greg O'Bradovich  
Tricia Pridemore  
Doug Tollett  
Gary Smith  
Dee Yancey

**Absent**

David Allman  
John Downs  
Bill Rice

**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**

Joe Skopitz

**Levy Restaurants**

Brian Lapinskas

**Atlanta Convention & Visitors Bureau**

William Pate  
Mark Vaughan

**Attorney General's Office**

Shannon McGhee

**Bank of New York**

Eric Knoll  
Zac Vaughn

**GWCC Legal Counsel**

Pargen Robertson

**Office of Planning & Budget**

Caylee French  
Heather Zimmerman

**Press**

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

**Guests**

Sam Brown, CCLD  
Debbie Montgomery, HNTB Corporation  
Adam Straight, Georgia Dome

Chair Lowe called the meeting to order at 12:35 p.m. and introduced the following first time guests.

Caylee French, Office of Planning & Budget Director of Physical & Economic Devel. Division  
Eric Knoll, Bank of New York Vice President  
Brian Lapinskas, Levy Dome Director of Operations  
Debbie Montgomery, HNTB Corp.  
Adam Straight, Dome Director of Facility Operations

Chair Lowe asked for a motion to approve the minutes from the February 28, 2012 meeting.

***A motion to approve the February 28, 2012 meeting minutes was made by Glenn Hicks, seconded by Lee Hunter, and unanimously approved.***

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

Three events totaling six days, which includes move-in and move-out days, confirmed during February 2012 for GWCC.

<u>Event</u>	<u>Date</u>
National Hospitality Championship	April 2012
KeHE Distributors	February 2016
National Association of Convenience Stores	October 2016

The following exhibit hall event totaling four days was cancelled at the GWCC in February 2012.

Helicopter Association International	February 2020
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No new business confirmed or cancelled during February 2012 for the Georgia Dome.

Two new events totaling three days confirmed in Centennial Olympic Park during the month of February 2012.

<u>Event</u>	<u>Date</u>
Purina Incredible Dog Challenge	March 2012
4 <sup>th</sup> of July Celebration	July 2012

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

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during February was reviewed. New dollars generated by out-of-town visitors during February were \$55 million and estimated total economic impact was \$89.4 million. Estimated State sales tax generated was \$4 million.

Photographs of the following February 2012 events were reviewed:

<u>GWCC</u>	<u>Georgia Dome</u>	<u>Centennial Olympic Park</u>
MODEX 2012	Professional Bull Riders	PBR "Red Carpet" Run
Abilities Expo	Supercross	Volunteer Planting Project
Bronner Brothers		
CHEERSPORT		

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

## **GEORGIA WORLD CONGRESS CENTER**

Operating revenue for February was budgeted at \$2,346,498 with actual at \$2,329,838, which is \$16,660 **below** of forecast. YTD operating revenue is **ahead** of forecast by \$699,416 or 4.2%. Total expenditures of \$1,257,211 were \$1,375,194 **under** budget. YTD expenses are **under** budget by \$2,101,176 or 10.23%. The Congress Center projected a net loss of (\$285,907) for February but had an actual net profit of \$1,072,627 for the month, which is positive variance of \$1,358,534. YTD the projected net loss was (\$3,874,664). Actual net loss was (\$1,074,072) or a positive variance of \$2,800,592.

GWCC Hotel/Motel Tax for July 2011 through February 2012 was \$1,705,341 compared to a budget of \$1,724,319. This is 1.0% below projection. Last year at this time Hotel/Motel Tax was \$1,727,002.

## **GEORGIA DOME**

Operating revenue for February was budgeted at \$1,833,173 with actual at \$2,178,834, which was **over** forecast by \$345,661. YTD operating revenue is **ahead** of forecast by \$2,036,578 or 4.11%. Operating expenditures of \$1,874,582 were \$122,307 under budget. YTD operating expenditures are **over** budget by \$151,043 or 0.49%. The Dome projected a net profit of \$80,898 but had an actual net profit of \$304,252 for the month, a positive variance of \$223,354. YTD the Dome projected a net profit of \$18,803,758, but had an actual net profit of \$20,689,293, a positive variance of \$1,885,535.

Hotel/Motel Tax for July 2011 through February 2012 was \$12,082,833 against a budget of \$12,196,688, which is 1.0% below projection. Last year at this time Hotel/Motel Tax was \$12,177,092.

## **CENTENNIAL OLYMPIC PARK**

Operating revenue for February was budgeted at \$135,199 with actual at \$119,465, which was **below** forecast by \$15,734. YTD operating revenue is **below** forecast by \$256,011 or 14.40%. Operating expenditures of \$2,115 were **under** budget \$201,983. YTD operating expenditures are **under** budget \$225,550 or 11.83%. The Park projected a net loss against budget of \$64,669 for the month, but had an actual **net loss** of \$121,580, a positive variance of \$186,249. YTD the Park projected a net loss against budget of \$128,045, but had an actual net loss of \$158,506, a negative variance of \$30,461.

Chair Lowe thanked Ms. Spinks for her reports.

## **GEORGIA DOME RENEWAL & EXTENSION FUND – FY12 Proposed Projects**

Chair Lowe then called on Carl Adkins, Dome General Manager; Adam Straight, Dome Director of Facility Operations; and Sam Brown, CCLD General Manager, to present an update on proposed 2012 Renewal and Extension projects. Each year, the Dome requests approval from the Board re: staff recommendation for R&E projects. 2011 R&E projects were deferred due to the potential NFL lockout. Total funds available for the proposed projects are \$1,474,325.

### **FY12 Proposed Projects**

FY12 proposed projects totaling \$1,450,000 were presented to the board for approval.

- Life Safety Systems upgrades - \$700,000
  - Current system is approximately twenty years old and does not comply with 2000 ADA requirements or 2002 NFPA standards;
  - Manufacturers no longer receive UL certification on systems this old;
  - New parts are no longer available, only available used parts;
  - Upgrades will bring us to code compliance and will provide more versatility in managing and monitoring of the building's life safety systems.

- Purchase of Stadium WiFi access points and physical infrastructure - \$750,000 Phase 1
  - To support wireless portable point-of-sales terminals;
  - Open advertising opportunities;
  - Enhance guest experience by improving cellular coverage

### **FY13 Proposed Projects**

A request for funding from the FY13 R&E budget for installation of WiFi access points and physical infrastructure (\$700,000 Phase 2) would be presented to the Board for approval at the June 2012 Board meeting.

Board members felt we needed to move forward with the Life Safety Systems upgrades but asked staff to provide a WiFi analysis and potential sponsorship opportunities before approving these R&E fund expenditures.

*A motion to approve the proposed expenditure of \$700,000 from the Georgia Dome Renewal and Extension Fund during 2012 for installation of Life Safety Systems upgrades and postpone the approval of the proposed expenditure of \$750,000 from the Georgia Dome Renewal and Extension Fund during 2012 for the installation of WiFi access points and physical infrastructure until a detailed WiFi analysis and potential sponsorship review has been submitted to the Board for consideration was made by Lee Hunter, seconded by Jeff Anderson, and unanimously approved.*

### **GWCCA BY-LAWS**

GWCCA By-Laws were last updated in 2002 with a minor adjustment in 2005. Over the past month GWCCA staff and legal counsel conducted an in depth review of the current By-Laws to determine what changes may be required in the By-Laws. The GWCCA Executive Committee met yesterday, March 26, to receive and subsequently approve staff recommendations for By-Laws revisions. A copy of the By-Laws noting the proposed revisions was distributed to Board members at today's meeting. Changes fall into two categories, Housekeeping changes – i.e. updating our address and Policy changes – i.e. number of Executive Committee members. The required thirty day posting period would begin today. Board members were asked to review the proposed changes and submit any comments to Tim Lowe or Frank Poe prior to the end of the thirty day posting period. Proposed changes would then be presented to the full Board at the April 2012 Board meeting for action.

### **MAY 29, 2012 AUTHORITY MEETING**

Mr. Poe requested approval to cancel the May 29, 2012 Board meeting.

*A motion to approve cancellation of the May 24, 2012 GWCCA Board of Governors meeting was made by Glenn Hicks, seconded by Anne Hennessy, and unanimously approved.*

The next Board meeting will be Tuesday, June 26.

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

RESPECTFULLY SUBMITTED:

APPROVED:

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DALE AIKEN  
ASSISTANT SECRETARY

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ANNE HENNESSY  
SECRETARY