

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
BOARD OF GOVERNORS MEETING
AUTHORITY BOARD ROOM
MARCH 31, 2015
1:00 p.m.

The following were in attendance:

GWCCA Authority Members

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

Absent

David Allman

GWCCA Legislative Overview Com.

None

GWCC Staff

Mark Adams
Kevin Duvall
Jennifer LeMaster
Frank Poe
Pargen Robertson
Carla Sayeh
Patrick Skaggs
Sherrie Spinks
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

None

Bank of New York

None

Atlanta Falcons

None

Office of Planning & Budget

None

Press

Maria Saporta, Atlanta Business Chronicle
Leon Stafford, AJC
Amy Wenk, Atlanta Business Chronicle

Guests

Laura Glenn, State Treasury
Patricia Keesler, Benefits Law Group

Chair Hunter called the meeting to order at 1:03 p.m. and asked for a motion to approve the February 24, 2015 meeting minutes.

A motion to approve the February 24, 2015 meeting minutes was made by Tim Lowe, seconded by Doug Tollett, and unanimously approved.

FEBRUARY FINANCIAL REPORTS

Chair Hunter called on Sherrie Spinks for the review of the February 2015 financial reports, which are appended and made a part of these minutes.

GEORGIA WORLD CONGRESS CENTER

The Congress Center projected a net profit of \$1,187,497 for the month but had an actual net profit of \$1,862,606, a positive variance of \$675,109. YTD the Congress Center projected a net loss of (\$311,160) but had an actual net profit of \$2,694,681.

GEORGIA DOME

The Dome projected a net profit of \$1,020,299 for the month, but had an actual net profit of \$866,552, a negative variance of \$153,747. YTD the Dome projected a net profit of \$24,725,176 but had an actual net profit of \$28,170,413.

CENTENNIAL OLYMPIC PARK

The Park projected a net loss against budget of (\$70,105) for the month but had an actual net loss of (\$63,696), a positive variance of \$6,409. YTD the Park projected a net loss of \$95,122 but had an actual net gain of \$351,284.

Hotel/Motel Tax of \$14.1M was 8.454% over budget for the month and is 12.88% ahead of last year at this time.

The following February events resulted in an estimated 166,483 attendees and an estimated economic impact of \$80M for the month.

<u>GWCC:</u>	Winter Jam Jam Zone	<u>Dome:</u>	Winter Jam
	Cheersport		Supercross Atlanta I
	Bronner Brothers		Supercross Atlanta II
	EDexpo		
	Six Continents Hotels, Inc.		

Chair Hunter thanked Ms. Spinks for the reports.

GWCC SALES UPDATE

Mark Zimmerman and Mark Adams provided an FY15 GWCC Sales update. The Authority receives timely information from the Center for Exhibition Industry Research (CEIR) on the industry and how the economy influences the industry. CEIR is a non-profit research arm of the convention center industry which tracks growth trends. CEIR measures industry changes year-over-year using the following key metrics:

- Net square footage of exhibit space sold;
- Number of exhibiting companies;
- Professional attendance; and
- Total event gross revenue.

Over the past year, CEIR has seen an increase of 3.7% in the number of exhibitors. YTD the Congress Center is ahead of that number with a 14% increase in total exhibitor attendance. CEIR economists predict a 2.9% growth in 2015. The Congress Center has already exceeded that prediction with a 4% increase in the number of conventions and tradeshow for FY15.

Dollar amount of business sold for the Congress Center during the first three quarters of FY15 is \$12,843,645 as compared to \$9,846,655 in FY14.

Space rental revenue outlook for FY16 through FY32 is listed below.

- FY16 \$8,953,923
- FY17 \$7,421,950
- FY18 \$7,318,415
- FY19 \$5,615,586
- FY20 \$4,015,623
- FY21 – FY32 \$9,443,446

Total future year events booked as of the end of the third quarter for FY15 is 83 as compared to 73 events at the same time in FY14. Total exhibit hall occupancy for third quarter FY14 and third quarter FY15 is the same at 53% for each year. GWCC Sales department is working closely with the ACVB and is putting more effort into booking corporate business events.

OTHER POST-EMPLOYMENT BENEFITS (OPEB) TRUST FUND

The OPEB Trust Fund was on today's agenda as an action item but with questions staff received after it was reviewed with the GWCCA Finance Committee on March 11, staff felt it best to defer action for thirty days in order to meet again with the Finance Committee to vet the questions. Today the Board will see the information which was presented to the Finance Committee. Laura Glenn with the State Treasury Department reviewed investment plans and returns offered through the State Treasury Department's Georgia Fund 1 Program and Patricia Keesler with Benefits Law Group and Pargen Robertson reviewed the actual Trust agreement and Board liability. Sherrie Spinks reviewed the Authority's funding recommendation which is to establish an OPEB Trust Fund with an initial investment of \$1M with the State Treasury for FY15. This appears to be the most prudent approach to ensure the long-term financial health of the Authority.

BOARD PLANNING RETREAT DATES

The 2015 Board Planning Retreat is scheduled for Wednesday, September 23, and Thursday, September 24, at Burge in Madison, Georgia.

The next meeting is scheduled for Tuesday, April 28, 2015.

With no further business to discuss, a motion to adjourn was made by Tim Lowe, seconded by Bill Rice, and unanimously approved.

RESPECTFULLY SUBMITTED:

APPROVED:

DALE AIKEN
ASSISTANT SECRETARY

BILL RUSSELL
SECRETARY