

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
APRIL 24, 2012
Authority Board Room
12:00 p.m.

The following were in attendance:

GWCCA Board Members

Steve Adams
David Allman
Taz Anderson
Anne Hennessy
Glenn Hicks
Tim Lowe, Chair
Greg O'Bradovich
Tricia Pridemore
Bill Rice
Doug Tollett

Absent

Jeff Anderson
John Downs
Lee Hunter
Gary Smith
Dee Yancey

GWCCA Legislative Overview Com.

Senator Bill Hamrick
Senator Judson Hill

GWCC Staff

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

Dome Staff

Carl Adkins
Jennifer LeMaster

COP Staff

Joe Skopitz

Levy Restaurants

Brian Lapinskas
Mike Plutino
Mark Schwab

Atlanta Convention & Visitors Bureau

None

Attorney General's Office

Shannon McGhee
Denise Whiting-Pack

Bank of New York

Eric Knoll

Atlanta Falcons

Rob Geoffroy, Controller

GWCC Legal Counsel

Pargen Robertson

Office of Planning & Budget

none

Press

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

Guests

Sam Brown, CCLD
Stephanie Carter, GDOT
Callie Majors, Junior Achievement
Pete Robinson, Troutman Sanders Strategies

Prior to today's meeting a video promoting the June 3, 2012 Kenny Chesney concert was presented.

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

- Steve Adams, new Board member
- Jennifer LeMaster, current Manager of Dome Executive Services and soon to be GWCCA Director of Communications
- Stephanie Carter, new GWCCA Director of Government Relations
- Callie Majors with Junior Achievement

Chair Lowe asked for a motion to approve the minutes from the March 27, 2012 meeting.

A motion to approve the March 27, 2012 meeting minutes was made by Taz Anderson, seconded by David Allman, and unanimously approved.

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

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

<u>Event</u>	<u>Date</u>
Georgia State Commencement Reception	May 2012
SE Region Wrestling Championships	May 2012
Wells Fargo Home Mortgage	September 2012
2012 Championships for Women's Flat Track Roller Derby	November 2012
CFA Exam	December 2012
Microsoft Convergence	March 2014
GSA Training Conference & Expo	May 2015
MODEX	April 2016

No exhibit hall events were cancelled at the GWCC in March 2012.

Three new events totaling four days confirmed during March 2012 for the Georgia Dome.

<u>Event</u>	<u>Date</u>
Children Against Obesity – Team Tiger	April 2012
Direct TV	April 2012
Georgia Tech Graduation	May 2012

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

<u>Event</u>	<u>Date</u>
Propane Centennial Clean Air Rally	April 2012
Fulton County Wellnes Event	May 2012

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

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during March was reviewed. New dollars generated by out-of-town visitors during March were \$60.9 million and estimated total economic impact was \$95.6 million. Estimated State sales tax generated was \$4.2 million.

Photographs of the following March 2012 events were reviewed:

GWCC

SECO International
Hearth, Patio, and Barbecue Expo
Ace Hardware
AJC International Auto Show
Hinman Dental
Big South National Qualifier
Publix Georgia Marathon Expo

Georgia Dome

NCAA Division I Men's Basketball

Centennial Olympic Park

Cuties 5K & Kids Fun Run
Georgia Publix Marathon
Purina Incredible Dog Challenge

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

GEORGIA WORLD CONGRESS CENTER

Operating revenue for March was budgeted at \$3,143,276 with actual at \$3,389,131, which is \$245,855 **ahead** of forecast. YTD operating revenue is **ahead** of forecast by \$945,272 or 4.77%. Total expenditures of \$2,843,299 were \$103,052 **over** budget. YTD expenses are **under** budget by \$1,998,122 or 8.58%. The Congress Center projected a net profit of \$403,029 for March but had an actual net profit of \$548,832 for the month, which is positive variance of \$142,803. YTD the projected net loss was (\$3,471,634). Actual net loss was (\$528,240), a positive variance of \$2,943,394.

GWCC Hotel/Motel Tax for July 2011 through March 2012 was \$1,933,929 compared to a budget of \$1,969,715. This is 1.82% below projection. Last year at this time Hotel/Motel Tax was \$1,894,409. Actual was 2.07% over last year at this time.

GEORGIA DOME

Operating revenue for March was budgeted at \$2,127,899 with actual at \$2,150,177, which was **over** forecast by \$22,278. YTD operating revenue was **ahead** of forecast by \$2,056,541 or 3.98%. Operating expenditures of \$5,779,434 were \$328,415 over budget. YTD operating expenditures are **over** budget by \$477,143 or 1.32%. The Dome projected a net loss of (\$3,323,120) but had an actual net loss of (\$3,629,257) for the month, a negative variance of \$306,137. YTD the Dome projected a net profit of \$15,480,638, but had an actual net profit of \$17,060,036, a positive variance of \$1,579,398.

Dome Hotel/Motel Tax for July 2011 through March 2012 was \$13,691,721 against a budget of \$13,932,482, which is 1.73% below projection. Last year at this time Hotel/Motel Tax was \$13,381,727. Actual was 2.32% over last year at this time.

CENTENNIAL OLYMPIC PARK

Operating revenue for March was budgeted at \$173,030 with actual at \$158,291, which was **below** forecast by \$14,739. YTD operating revenue is **below** forecast by \$270,750 or 13.88%. Operating expenditures of \$201,013 were **under** budget \$52,184. YTD operating expenditures are **under** budget \$277,733 or 12.86%. The Park projected a net loss against budget of \$80,167 for the month, but had an actual **net loss** of \$42,722, a positive variance of \$37,445. YTD the Park projected a net loss against budget of \$208,212, but had an actual net loss of \$201,229, a positive variance of \$6,983.

Included in today's presentation was a graph for each facility showing revenue comparisons for the first nine months of the past four years. Also included in today's financial briefing was an updated year-end forecast for the Congress Center, Georgia Dome, and Centennial Olympic Park.

Chair Lowe thanked Ms. Spinks for her reports.

GWCC BAD DEBT WRITE-OFF

International Window Coverings Expo was held in May 2010. A balance of \$63,506.50 is still due from that event. Attempts to collect internally were made from May to November 2010. Collection was turned over to our attorney in December 2010. Our attorney filed a law suit against the customer in March 2011. The customer filed for bankruptcy; therefore, we have no additional recourse to collect the revenue. GWCC staff requested approval from the Board to write-off the bad debt.

A motion to approve a Bad Debt Write-Off of \$63,506 owed to GWCC by International Window Coverings Expo was made by Taz Anderson, seconded by Glenn Hicks, and unanimously approved.

BYLAWS REVISIONS

Proposed changes to the Bylaws were presented to the Board at the March 27, 2012 Board meeting and were posted for the required thirty days. No comments were received from the Board during the thirty day posting period. GWCCA staff requested approval from the Board to implement the proposed Bylaws changes.

A motion to approve proposed revisions to the GWCCA Bylaws was made by Doug Tollett, seconded by Taz Anderson, and unanimously approved.

GEORGIA DOME RENEWAL & EXTENSION FUND – FY12 Proposed Projects

At the March 27, 2012 Board meeting the Board asked staff to provide an analysis and potential sponsorship opportunities for review before they took action on the R&E fund expenditure request of \$750,000 for the purchase of WiFi access points and physical infrastructure. Chair Lowe called on Carl Adkins, Dome General Manager and Sam Brown, CCLD General Manager, to present an update on the proposed WiFi project. The objective of the project is to extend the coverage and capabilities of the Georgia Dome's network to provide additional data processing capabilities. One benefit includes a better fan experience by improving cellular service allowing the capability of using various social media options. Dome staff researched current best practices within the stadium industry. The equipment is designed for stadiums and would allow incremental improvements when needed, it has the capability of adapting to different events, and it suits both internal and external clients. The League is working on a pilot program to have this system installed league-wide. Meetings are scheduled in May 2012 to determine if the Dome could be a test site. The League's goal is to have all stadiums equipped with this system by 2013. Potential revenue opportunities include a Landing page sponsor with rotating advertisements, an increase of 25% to 40% in net sales at concessions by using credit card sales versus cash sales, and a possible pay-per-use model similar to iTunes. Dome staff requested authorization from the Board to spend \$750,000 from the R&E Fund to purchase WiFi access points and physical infrastructure, Phase 1. A request for authorization to spend an additional \$700,000 from the R&E Fund for installation of the access points and physical infrastructure, purchase of network switches and controllers, and professional monitoring services will be presented to the Board at the June 26 Board meeting for action.

A motion to approve the proposed expenditure of \$750,000 from the Georgia Dome Renewal and Extension Fund during 2012 for the purchase of WiFi access points and physical infrastructure was made by David Allman, seconded by Anne Hennessy, and unanimously approved.

GWCC GO BOND RESOLUTION

Governor Deal authorized two separate GO Bonds for the Authority in his 2012 budget. Proceeds from the bonds will be used for upgrades and improvements to restrooms and elevator cabs in GWCC Building B. GWCC staff requested approval of a resolution authorizing GSFIC to sell the \$3.37M GO Bonds in their June 2012 bond package.

A motion to approve a Resolution authorizing GSFIC to sell \$3.37M GO Bonds for upgrades and improvements to Building B was made by Glenn Hicks, seconded by Anne Hennessy, and unanimously approved.

Mr. Poe thanked the Legislative Overview Committee for their support.

JUNIOR ECHIEVEMENT RESOLUTION

In January 2012 the Congress Center was approached by Junior Achievement about a long-term lease opportunity which could generate approximately \$400K annually. Junior Achievement would like to lease space from the Congress Center to house two of their education programs, Biz Town for elementary students and Finance Park for middle school students. The programs would be coordinated with neighborhood community schools and would be in alignment with the Authority's Community Outreach Program. Underutilized space in Building C which has the ability to be closed off from the rest of the campus so the programs are self-contained has been identified. Junior Achievement would build out the space. The space will be used approximately 200 days each year with a potential of adding adult education programs and/or summer camp programs. GWCC staff requested approval of a resolution authorizing the Executive Director to continue negotiations with Junior Achievement.

A motion to approve a Resolution authorizing the Executive Director to continue negotiations with Junior Achievement as it relates to terms and conditions of a proposed lease, license, or other contract for Junior Achievement's use of space in the Congress Center was made by Tricia Pridemore, seconded by Doug Tollett, and unanimously approved.

PATTSIE RAND RETIREMENT

The Board was advised that earlier this month Patsie Rand announced she will retire at the end of June 2012 after twelve years of service to the Congress Center. Patsie will receive additional recognition at the June Board meeting.

The Board was reminded that the May meeting is cancelled. The next Board meeting will be Tuesday, June 26.

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

RESPECTFULLY SUBMITTED:

APPROVED:

DALE AIKEN
ASSISTANT SECRETARY

ANNE HENNESSY
SECRETARY