

MINUTESS
GEORGIA WORLD CONGRESS CENTER AUTHORITY
BOARD OF GOVERNORS MEETING
APRIL 30, 2013
Authority Board Room
1:00 p.m.

The following were in attendance:

GWCCA Authority Members

Steve Adams
David Allman
Taz Anderson
John Downs
Anne Hennessy
Glenn Hicks
Lee Hunter
Tim Lowe, Chair
Greg O'Bradovich
Bill Russell
Gary Smith
Doug Tollett

Absent

Brian Daniel
Bill Rice

GWCCA Legislative Overview Com.

Senator Frank Ginn
Senator Judson Hill
Senator Butch Miller
Representative Butch Parrish

GWCC Staff

Dale Aiken
Kevin Duvall
Jennifer LeMaster
Frank Poe
Patrick Skaggs
Sherrie Spinks
Mark Zimmerman

Dome Staff

Carl Adkins
Jason Kirksey

COP Staff

Joe Skopitz

Levy Restaurants

Steve Potts

Atlanta Convention & Visitors Bureau

Mark Vaughan

Attorney General's Office

Shannon McGhee

Bank of New York

None

Atlanta Falcons

Greg Beadles
Rich McKay
Kim Shrekengost

GWCC Legal Counsel

Pargen Robertson

Office of Planning & Budget

None

Press

Bill Barrow, Associated Press
Duffy Dixon, 11Alive –TV
John Lewis, WSB Radio
Susan Mabelton, WABE
Adam Murphy, CBS Atlanta- TV
Photographer - AJC
Chuck Roberts, All News 106.7
Maria Saporta, Atlanta Business Chronicle
Leon Stafford, AJC Jim Strickland, WSB – TV
Tim Tucker, AJC
Amy Wenk, Atlanta Business Chronicle
Paul Yates, FOX5

Guests

Sam Brown, CCLD
Bill Darden, Darden & Company
Carlie Howard, Assistant to Sen. Butch Miller
Bill Johnson, 360 Architecture
Jeong-Hyo Kim, CCLD
Richard Sawyer, GWCCA

Chair Lowe called the meeting to order at 1:05 p.m. and asked for a motion to approve the March 26, 2013 meeting minutes.

A motion to approve the March 26, 2013 meeting minutes was made by Glenn Hicks, seconded by Doug Tollett, and unanimously approved.

A proposal to change the June 25, 2013 Board of Governors meeting to June 18 was made. Board members should let Dale Aiken know if this change will work within their schedules.

Today's Board meeting is in the new format which was introduced at the April Board meeting. Jeong-Hyo Kim, CCLD's Web Developer who was instrumental in developing the new design for the Board meeting power point, was introduced. Feedback from the Board on the new format is requested.

Chair Lowe then called upon Mark Adams, GWCC's Director of Sales, to present the Sales and Marketing Report. The old Board meeting format gave a snapshot of what took place during the previous month but today, under the new format, Mark will update the Board on the Sales team structure and the day to day business. The Sales team consists of two National Sales Managers, three Sales Managers, and three Sales Executives. The National Sales Managers focus on larger multi-building shows which will take place five to ten years from now; Sales Managers solicit business for single-building shows with one to four exhibit halls; and Sales Executives focus on in-the-year/for-the-year business which primarily takes place meeting rooms and ballrooms. Market segments include the following examples.

- Medical / Health – American Society of Hematology
- Building & Construction – Coverings
- Corporate – Microsoft
- Religious – Passion Conference
- Sports – Cheersport
- Consumer Goods and Services – National Association of Convenience Stores
- Government / Education – National Conference of State Legislators
- Multi-Level Marketing – Primerica
- Consumer Shows – Auto Show, Boat Show

The Sales team sells Atlanta as a destination by selling Atlanta's strengths. It is important to conduct business with people we know and people who know us. Therefore, each client knows at least three people on the Sales team and vice versa. Maintaining relationships in this way ensures both sides know who they need to work with should someone leave the organization. The Sales team also visits shows in other locations in an effort to convince them they should come to Atlanta for their next event.

To support advertising and sponsorship opportunities, the Sales Department has two full-time positions and one part-time intern position pursuing leads. The team offers the most effective and budget conscious advertising and sponsorship opportunities so the customer gets the best bang for their buck.

The Congress Center's sales team and the ACVB sales team work together to solicit business for Atlanta. Together they conduct an Atlanta update in Washington, DC twice a year and in Chicago once a year. They have also visited Springtime in the Park, a DC marketplace meeting, and joined forces at industry events such as IAEE, PCMA, and SISO.

Chair Lowe thanked Mark for his Sales Report and then called on Sherrie Spinks for the review of the March 2013 financial reports, which are appended and made a part of these minutes.

GEORGIA WORLD CONGRESS CENTER

The Congress Center projected a net profit of \$441,020 for the month but had an actual net loss of (\$59,840). The loss is primarily due to a shortfall compared to budget on Utility Services and F&B for several events. YTD the Congress Center projected a net loss of (\$122,793) but had an actual net profit of \$1,679,096.

The GWCC events listed below resulted in an estimated 164,424 attendees and an estimated economic impact of \$60.7M for the month.

SECO International, Conference on Retroviruses & Opportunistic Infections
American Royale
Georgia Marathon
International Auto Show
African American Leadership Council
Hinman Dental
Big South Qualifier

GEORGIA DOME

The Dome projected a net loss of (\$4,219,579) for the month but had an actual net loss of (\$4,526,843). The loss is due to the annual \$4M payment to the Falcons, as well as, there were no events in the Dome during March while preparing for the Final Four. YTD the Dome projected a net profit of \$16,389,551 but had an actual net profit of \$22,634,835.

CENTENNIAL OLYMPIC PARK

The Park projected a net loss of (\$41,474) for the month but had an actual net loss of (\$25,929). The Park held onto expenses; therefore, reducing the projected loss. YTD the Park projected a net gain of \$103,666 but had an actual net gain of \$193,014.

Hotel/Motel Tax of \$17.33M was 6.73% ahead of projection for the month and is 13.94% over last year at this time.

Ms. Spinks reminded the Board that the detailed financial reports are in their books for reference.

Chair Lowe thanked Ms. Spinks for her reports. The Board agreed that the new reporting format is great.

RESOLUTION FOR NSP ARCHITECTURAL SERVICES AGREEMENT

Yesterday the GWCCA Stadium Development Committee was updated on the Architectural Services process which led to the selection of 360 Architecture as the preferred architect for the NSP. Richard Sawyer, GWCCA Project Procurement Director, reviewed the Architectural Request for Qualifications (RFQ) process and the Architectural Services Agreement as presented to the Stadium Development Committee.

The Authority and Falcons prepared and conducted an Architect selection process in accordance with State requirements. The Architectural Request for Qualifications (RFQ) selection process is qualifications-based. The RFQ was advertised on December 11, 2102. Statements of Qualifications were received from ten (10) firms (listed alphabetically below) on December 28, 2012.

360 Architecture	Populous + Shop
AECOM	RGC Stadium Design
Eisenman Architects	Rosetti
Eqing-Cole	tvDesign/Heery/Gensler
HKS, Inc.	Woods Bagot

An Evaluation and Recommendation Committee (ERC) consisting of four (4) Authority and four (4) Falcons representatives (listed alphabetically below) was established.

<u>GWCCA</u>	<u>Atlanta Falcons</u>
Kevin Duvall	Greg Beadles
Sherrie Spinks	Rich McKay
Adam Straight	Kim Shreckengost
Mark Zimmerman	Jim Smith

The ERC reviewed the Architectural Statements of Qualifications using the following criteria to rank the firms.

- Stability and resources of the firm
- Relevant experience and qualifications
- Suitability for the project
- Past performance and references

The five (5) highest ranking firms are listed alphabetically below.

360 Architecture
Ewing Cole
HKS, Inc.
Populous + Shop
tvDesign/Heery/Gensler

Formal interviews took place April 14 and April 15. After the interviews, the ERC met to evaluate and recommend ranking based on the proposal interviews. Apparent awardee firm, 360 Architecture, was recommended by the ERC on April 17. An Architectural Fee Proposal was then submitted by 360 Architecture which has been negotiated. A general agreement on fee and terms has been reached. Staff recommends the Committee present to the full Board at the May 30 Board meeting a recommendation to approve a resolution authorizing the Executive to execute and deliver an Architectural Services Agreement.

At this time Bill Johnson, Sr. Principal with 360 Architecture, was introduced. Mr. Johnson presented to the Board an abbreviated form of their interview presentation. Conceptual designs in the presentation are a reflection of the 360 team's thought process and are not necessarily the final designs. The 360 team did not consult with the owner or developer on the concepts. Mr. Johnson thanked the

Board for the opportunity to share their presentation and looks forward to developing something special.

Rich McKay thanked Richard Sawyer and Bill Darden for their part in the Architectural selection process.

The Architectural Services Agreement includes general provisions regarding equal employment opportunity and nondiscrimination, architect compensation and payment, and architectural services schedule. Total architectural compensation is \$32.5M, which includes architectural fees of \$32.5M and a maximum reimbursable compensation of \$2.5M. The anticipated finish date for conceptual design approval is June 3, 2013; for schematic design approval is October 31, 2013; for design development approval is April 18, 2014; and for construction document approval is March 1, 2015.

At this time the Stadium Development Committee recommended the full board approve a Resolution authorizing the Executive Director to negotiate, on behalf of the Authority, terms and conditions for an Agreement for Architectural Services for the NSP and then execute and deliver an Agreement for Architectural Services for the NSP with the architect deemed to be the most qualified.

A motion to approve the Resolution authorizing the Executive Director to negotiate, execute, and deliver an Agreement for Architectural Services for the NSP was made by Lee Hunter, seconded by Gary Smith, and unanimously approved.

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

RESPECTFULLY SUBMITTED:

DALE AIKEN
ASSISTANT SECRETARY

ANNE HENNESSY
SECRETARY