

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**BOARD OF GOVERNORS MEETING**  
**MAY 21, 2013**  
**Authority Board Room**  
**1:00 p.m.**

The following were in attendance:

**GWCCA Authority Members**

Steve Adams  
David Allman  
Brian Daniel  
Glenn Hicks  
Bill Jones  
Tim Lowe, Chair  
Greg O'Bradovich  
Bill Rice  
Bill Russell  
Doug Tollett

**Absent**

Taz Anderson  
John Downs  
Anne Hennessy  
Lee Hunter  
Gary Smith

**GWCCA Legislative Overview Com.**

Senator Frank Ginn  
Representative Edward Lindsey

**GWCC Staff**

Mark Adams  
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**

Eric Knoll

**Atlanta Falcons**

None

**GWCC Legal Counsel**

Pargen Robertson

**Office of Planning & Budget**

None

**Press**

Leon Stafford, AJC  
Amy Wenk, Atlanta Business Chronicle

**Guests**

Sharon Goldmacher, Atlanta Basketball Host Committee

Chair Lowe called the meeting to order at 1:06 p.m. and introduced and welcomed Bill Jones, the newest member of the GWCCA Board of Governors. Chair Lowe then asked for a motion to approve the April 30, 2013 meeting minutes.

***A motion to approve the April 30 2013 meeting minutes was made by Doug Tollett, seconded by Bill Russell, and unanimously approved.***

Chair Lowe called on Sherrie Spinks for the review of the April 2013 financial reports, which are appended and made a part of these minutes.

The primary reason for variances from budget at all facilities was due to the 75<sup>th</sup> Men's Final Four Championship weekend.

### **GEORGIA WORLD CONGRESS CENTER**

The Congress Center projected a net loss of (\$723,314) for the month but had an actual net loss of (\$583,956), a positive gain of \$139,358. YTD the Congress Center projected a net loss of (\$846,107) but had an actual net profit of \$1,095,140.

GWCC events which took place during the month of April are listed below.

Propane  
Interwire  
MRO Aviation

### **GEORGIA DOME**

The Dome projected a net profit of \$175,674 for the month but had an actual net profit of \$466,081. YTD the Dome projected a net profit of \$16,565,225 but had an actual net profit of \$23,100,915.

### **CENTENNIAL OLYMPIC PARK**

The Park projected a net loss of (\$73,844) for the month but had an actual gain against budget of \$211,708. YTD the Park projected a net gain of \$29,822 but had an actual net gain of \$404,722.

Hotel/Motel Tax of \$19.27M was 4.99% ahead of projection for the month and is 9.22% over last year at this time.

April events resulted in an estimated 119,410 attendees and an estimated economic impact of \$141.6M for the month.

Chair Lowe thanked Ms. Spinks for her reports.

### **FY 2014 BUDGETS**

The following highlights are reflected in each budget:

- Hotel/Motel Tax
  - Project a 3.4% increase over FY13
  - Recommend a plan to reduce contribution to Centennial Olympic Park by \$100k/year
- Personnel
  - Recommend a 3% average merit increase pool
  - Retirement costs are increasing from an average 13.22% to average 16.80% of salary which equals a \$670k increase in budget.

Budget summaries comparing the FY13 Budget to the projected FY14 Budget for each facility were reviewed. Budget summaries are in the Authority notebooks and are appended and made a part of these minutes.

- **Georgia World Congress Center:** The Congress Center forecasts a 5.1% increase in revenue and a 2% increase in expenses over FY13 with a \$1.0 million net operating profit in FY14.

- **The Georgia Dome:** The Dome forecasts an 8.1% decrease in revenue and an 8.3% decrease in expenses over FY13 with a \$485k net profit in FY14.
- **Centennial Olympic Park:** The Park forecasts a 7% decrease in revenue and a 1.9% increase in expenses over FY13 with a (\$312,719) net loss in FY14.

Staff met with the GWCCA Finance Committee and the GWCCA Personnel Committee recently to review the FY14 Budgets. The Finance Committee approved recommending the full Board approve of the FY14 Budget.

*A motion to approve the FY 2014 budgets as presented was made by Glenn Hicks, seconded by Bill Rice, and unanimously approved.*

#### **RESOLUTION - ATLANTA STREETCAR EASEMENT**

The Atlanta Streetcar project will connect the Martin Luther King Jr Center with Centennial Olympic Park Drive. Part of the streetcar route will run one block south of Andrew Young International Blvd. along the east side of Centennial Olympic Park (COP) Drive. The City of Atlanta approached the Authority in late 2012 to request an easement for three tension poles to be located on the west side of COP Drive on the Park sidewalk. Easement requests are usually run through State Properties Commission (SPC) but since the Authority owns all but one of the 60+ parcels assembled for the Park, SPC recommends the Authority provide the easement. Staff met with the Centennial Olympic Park Committee on March 5, 2013 to review the easement request and recommend the Park Committee approve the request for a permanent easement in connection with the Atlanta Streetcar project. The easement is necessary to complete the Streetcar project. The Park Committee approved bringing a resolution to the full board for action.

*A motion to approve the Resolution authorizing the Executive Director to grant an easement to the City of Atlanta for the purposes of installing, operating, and maintaining overhead contact system poles and associated equipment over any applicable portion of Centennial Olympic Park for the Atlanta Streetcar was made by David Allman, seconded by Brian Daniel, and unanimously approved.*

#### **RESOLUTION - REQUEST THE STATE PROPERTIES COMMISSION ISSUE STADCO A REVOCABLE LICENSE AGREEMENT FOR DUE DILIGENCE WORK RELATED TO THE NSP**

Pursuant to the NSP Memorandum of Understanding (MOU), StadCo will perform feasibility studies on both of the proposed north and south sites. This would include examining and reviewing all aspects of the physical condition of the SNP site and conducting studies of the NSP site including engineering, soils, geotechnical, wetlands, and Phase I and/or Phase II environmental inspections. StadCo has requested access to the State property south of the Georgia Dome. The State Properties Commission (SPC) must issue a Revocable License Agreement to StadCo, which would allow them access to the site. Staff recommends approval of a resolution requesting SPC issue a Revocable License Agreement.

*A motion to approve the Resolution authorizing the Executive Director to request the State Properties Commission issue a revocable license agreement to StadCo to perform due diligence on State property.*

**RESOLUTION – REQUEST THE DEPARTMENT OF ECONOMIC DEVELOPMENT BOARD REQUEST GSFIC SELL \$15M IN BOND FUNDS FOR REAL PROPERTY ACQUISITION AND \$15M IN BONDS FUNDS FOR THE COLLEGE FOOTBALL HALL OF FAME AND GWCC PROJECTS**

The Department of Economic Development must submit a request to the Georgia State Financing and Investment Commission to issue General Obligations Bonds in the aggregate principal amount of \$30M. This action is necessary to sell the Bonds. The \$30M is allotted for the following and is included in the FY13 and FY14 State Budgets.

- \$15M for acquisition of real property;
- \$11.75 M for the College Football Hall of Fame; and
- \$3.25M for GWCC Building B projects.

Staff recommends approval of the request.

*A motion to approve the Resolution authorizing the Executive Director to communicate a request that the DEcD Board submit a request to the Georgia State Financing and Investment Commission to issue the General Obligation Bonds in the aggregate principal amount of \$30,000,000 was made by David Allman, seconded by Greg O’Bradovich, and unanimously approved.*

**FINAL FOUR RE-CAP**

The 2103 Men’s Final Four Championship was a great event. Sharon Goldmacher, Executive Director of the Atlanta Basketball Host Committee, presented a re-cap of the Final Four and the associated events. The 75<sup>th</sup> Men’s Divisions I, II, and III games, FanFest, The Big Dance, and Reese’s Final Four Friday broke every attendance record in the book. Community outreach included distribution of 7,500 pairs of shoes and 2,500 boxes of food, rehabbing four local basketball courts in four days, a dribbling event around campus, providing four youth clinics, coordination sustainability initiatives. More than 1,950 people volunteered, all of whom received high marks. Thanks to the GWCCA PR team, there was a lot of media/social media coverage. Chair Lowe thanked Ms. Goldmacher for her re-cap.

Campus-wide financial impact from the Final Four included more than 100k visitors over five days, an economic impact of \$110m, and \$2.9m in new dollars to the State of Georgia through sales tax. Positive feedback was received from Dr. Mark Emmert, President of the NCAA; Mayor Kasim Reed; Steve Robinson, and CMO of Chick-fil-A to mention a few. As a memento of the event, today Board members received tote bags made from the recycled banners, a photo book of campus events, a campus-wide social media snapshot, and post cards of the event. Chair Lowe recognized staff and the organizing committee for a great event.

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

RESPECTFULLY SUBMITTED:

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DALE AIKEN  
ASSISTANT SECRETARY

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ANNE HENNESSY  
SECRETARY