

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
JUNE 28, 2011

The following were in attendance:

GWCCA Authority Members

Jeff Anderson
Taz Anderson
John Downs
Mike Garrett
Glenn Hicks
Lee Hunter
Tim Lowe, Chair
Bob Prather
Doug Tollett
John Watson
Dee Yancey

Absent

David Allman
Anne Hennessy
Gary Smith

GWCCA Legislative Overview Com.

Sen. Judson Hill
Sen. David Shafer

Rep. Jan Jones
Rep. Edward Lindsey
Rep. Billy Mitchell

GWCC Staff

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

Dome Staff

Carl Adkins
Will Lofdahl

COP Staff

Mark Banta
Joe Skopitz

Levy Restaurants

Mike Plutino
Mark Schwab
Scott Sweeney

Atlanta Convention & Visitors Bureau

William Pate
Mark Vaughan

Atlanta Falcons

Rob Geoffroy, Controller

Attorney General's Office

Shannon McGhee
Denise Whiting-Pack

GWCC Legal Counsel

Pargen Robertson

OPB

Yvonne Turner

Press

Lisa Schoolcraft, Atlanta Business Chronicle
Leon Stafford, AJC

State of Georgia

Bart Gobeil, COO

Guests

John O'Hara, Hardin Construction Co.
Tricia Pridemore, Nominated Board Member

Chair Lowe called the meeting to order at 12:30 p.m. He introduced Tricia Pridemore who has been nominated to be a Board member by the Governor.

Chair Lowe asked for a motion to approve the minutes of the May 31, 2011 meeting.

A motion to approve the May 31, 2011 meeting minutes was made by Glenn Hicks, seconded by Dee Yancey, and unanimously approved.

Chair Lowe then called on Patsie Rand to present the Sales and Marketing Report for May 2011, which is hereby appended and made a part of these minutes.

Nine events totaling ninety-one days, which includes move-in and move-out days, confirmed during May for GWCC.

<u>Event</u>	<u>Date</u>
Make a Wish Foundation Equipment Rodeo	September 2011
NACA	February 2012
Bronner Brothers International Beauty Show	February 2012
FREEDOM2Spit Music Makers Tradeshow	April 2012
Bronner Brothers International Beauty Show For Sisters Only	August 2012 September 2012
National Science Teachers Association	November 2012
Bronner Brothers International Beauty Show Tradeshow Confidential	February 2013 July 2013
The Clean Show	April 2015
Alpha Kappa Alpha Biennial Int'l. Conference	July 2016
The Clean Show	June 2021

No exhibit hall events were cancelled at the GWCC in May 2011.

Two new events totaling ten days confirmed during May for the Georgia Dome.

<u>Event</u>	<u>Date</u>
The Stand Campaign	September 2011
Supercross	February 2012

No events were cancelled at the Georgia Dome during the month of May 2011.

Six new events totaling nine days confirmed in Centennial Olympic Park during the month of May 2011.

<u>Event</u>	<u>Date</u>
Combos Insider	June 2011
Be Beautiful (and Safe) This Summer	June 2011
DoubleTree by Hilton Cookie CAREavan Tour	June 2011
Samsung Pursue the Infuse 4G	June 2011
Disney's "Let The Memories Begin"	June 2011
Get Out Get Active Yoga	June 2011

No events cancelled in Centennial Olympic Park during the month of May 2011.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during May was reviewed. New dollars generated by out-of-town visitors were \$32.2 million and estimated total economic impact was \$52.3 million. Estimated State sales tax generated was \$2.2 million.

Photographs of the following May 2011 events were reviewed:

GWCC

Interwire
Chick-fil-A Leadercast
American Association of Airport Executives
TechEd
ALIVE Expo!
Autism Speaks Walk

Centennial Olympic Park

Fiesta Atlanta
Coke 125th Anniversary
Zoetic Dance Ensemble
AIDS Quilt Display
Civil rights Game Youth Summit

Georgia Dome

Redan High School Graduation

Chair Lowe thanked Ms. Rand for her report and then called on Sherrie Spinks for the review of the May 2011 financial reports, which are appended and made a part of these minutes.

GEORGIA WORLD CONGRESS CENTER

Operating revenue for May was budgeted at \$2,044,999, with actual at \$3,261,783 or \$1,216,784 **ahead** of forecast. YTD operating revenue is over budget by \$1,980,216 or 6.92%. Total expenditures were \$365,053 **over** budget for the month but are \$1,037,562 or 3.58% **under** budget YTD. The Congress Center projected a **net loss** of (\$388,393) but had an actual net profit of \$1,193,444, a positive variance of \$1,581,837. YTD the Congress Center projected a net loss of (\$347,050) but had an actual profit of \$2,670,728, a positive variance of \$3,017,788.

GWCC Hotel/Motel Tax for July 2010 through May 2011 was \$2,358,623 compared to a budget of \$2,280,998. This is a 3.40% increase over projection.

GEORGIA DOME

Operating revenue for May was **below** forecast by \$174,612 due to a decrease in Hotel/Motel Tax for the month. YTD revenue is over budget by \$4,859,911 or 8.92%. Operating expenditures were \$273,869 **under** budget for the month. YTD expenditures are **over** budget by \$1,246,234 or 3.33%. The Dome projected a net profit of \$513,326 but had an actual net profit of \$612,583 for the month, a positive variance of \$99,257. YTD the Dome's projected net profit was \$17,019,282; however, actual net profit was \$20,632,959, a positive variance of \$3,613,677.

Hotel/Motel Tax for July 2010 through May 2011 was \$16,662,679 against a budget of \$16,158,914, which is a 3.12% increase over projection.

CENTENNIAL OLYMPIC PARK

Operating revenue May was \$94,066 **ahead** of forecast. YTD operating revenue is \$326,701 **below** forecast or 10.34%. Operating expenditures for the month were \$9,901 **over** budget. YTD Park expenses are under budget by \$58,290 or 1.93%. The Park projected a net gain of \$18,320 for the month, but had an actual **net gain** of \$102,485, a positive variance of \$84,165. YTD the Park projected a net profit against budget of \$138,562 but had an actual **net loss** of (\$129,849), a negative variance of \$268,411. The Park anticipates making up some of the loss but not all of it by the end of this fiscal year.

Chair Lowe thanked Ms. Spinks for her report.

Centennial Olympic Park Preservation Statement

The need for a COP Preservation Statement has been discussed over the years but never formally acted upon. With this year being the fifteenth anniversary of the 1996 Olympic Games, Park staff thought it appropriate to develop an official Preservation Statement for the Park to ensure its legacy to the 1996 games. The Centennial Olympic Park Committee, chaired by Dee Yancey, met June 15, 2011 to review the proposed statement. The Committee approved the statement, which is being brought before the full Board today for action.

A motion to approve the proposed Park Preservation Statement as presented today was made by Lee Hunter, seconded by Glenn Hicks, and unanimously approved.

July 4 Celebration Preview

Board members and GWCCA Legislative Overview Committee members were invited to attend this year's Fourth of July Celebration, which begins with a VIP dinner held on the roof of the Metro Chamber. This year's concert will feature four bands. Crystal Bowersox, American Idol runner-up, will be the headliner. Music begins at 4:00 p.m. The Green Parking Lot will be dedicated to the event and will have an express egress route which will take attendees to Northside Drive.

The July Board of Governors meeting is cancelled. The next Board meeting will be held Tuesday, August 30.

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

RESPECTFULLY SUBMITTED:

APPROVED:

DALE AIKEN
ASSISTANT SECRETARY

ANNE HENNESSY
SECRETARY