

MINUTES
GWCCA STADIUM DEVELOPMENT COMMITTEE MEETING
July 15, 2014
10:00 a.m.
Executive Board Room

The following were in attendance:

Committee Members Present:

Glenn Hicks
Lee Hunter, Chair
Tim Lowe, Ex-Officio
Doug Tollett

Committee Members Absent:

Taz Anderson
Bart Gobeil, State Advisor
Anne Hennessy
Rep. Jan Jones, Legislative Advisor

Other Board Members Present:

David Allman
Bill Russell (*by phone*)

GWCCA Staff Present:

Carl Adkins
Dale Aiken
Kevin Duvall
Jennifer LeMaster
Frank Poe
Pargen Robertson
Sherrie Spinks
Lindsay Strickland

Guests:

Bill Darden, Darden & Company
Marc Farha, ICON
Bill Johnson, 360 Architects
Rich McKay, Falcons
Steve White, Heery
Denise Whiting-Pack, AG's Office

Chair Hunter called the meeting to order at 10:11 a.m. and asked for a motion to approve the May 13, 2014 meeting minutes.

A motion to approve the May 13, 2014 GWCCA Stadium Development Committee meeting minutes was made by David Allman, seconded by Doug Tollett, and unanimously approved.

100% NSP DESIGN DEVELOPMENT UPDATE & APPROVAL

The NSP development process is a critical milestone. The Design Development Documents are 100% complete, they are at the point for the Authority Board to review and approve. Staff has been involved in reviewing the documents and providing comments. Our comments have been presented to the Falcons and 360 Architects. Rich McKay, President & CEO of the Atlanta Falcons, noted that the Falcons felt it was important to work with GWCCA staff to determine the expected service level. Today the Falcons design team will review the documents for the Committee. The Committee will then determine whether or not the documents should be advanced to the full Board for consideration and approval at the July 29, 2014 Board of Governors meeting.

Bill Darden with Darden & Company reviewed the site construction updates which include the roadways and utility infrastructure. In summary:

- Abandonment of right of way in Mangum Street is complete, allowing capture of full NSP site construction limits.
- Demolition of Mangum Street and removal of utilities below are complete, allowing shift of traffic to temporary Mangum Street.

- Installation of Georgia Power duct bank in Northside Drive and Mitchell Street continues, providing additional redundancy to south and west side neighborhoods.
- Installation of domestic water main across Northside Drive on Mitchell Street has begun, also increasing redundancy to neighboring communities.

Bill Johnson with 360 Architects reviewed changes to the material design elements to include the following.

- NSP Exterior – stadium renderings;
 - Triangular façade steel structure changed to vertically oriented structure.
 - City window materiality changed from curtain wall to cable-stayed ETFE.
 - Exterior exposed “fin” columns materiality changed from steel to class A concrete.
 - Orientation of skylights at upper faced revised and reduced in size.
- NSP Public Access – stadium site plan;
 - Elevated East Plaza area reduced in size with incorporation of parking structure design.
 - North east GA entry elevation lowered from mezzanine level to field level.
 - Additional VIP and staff parking spaces provided on the south west corner of the site.
 - Loading dock modified to improve efficiency and security in relationship to rerouted Mangum Street.
 - Overall reduction of hard scape and introduction of greenery.
- NSP Public Accommodations – stadium floor plans;
 - Northwest GA entrance lowered from 1032 ft. to 1018 ft.
 - Suites added in lieu of alternate premium products, including flex suites and super suites.
 - Food & Beverage service point-of-sales (POS) were increased from 1 POS to 175 fans to 1 POS to 150 fans, throughout the building.
 - Roof structure columns enlarged and shaped into space defining elements.
- GWCCA’s ability to conduct Georgia Dome Legacy Events in accordance with sponsoring entity requirements – seating manifests and event level enlarged plans;
 - First two rows removed from lower GA sideline to allow for greater room on field for broadcast cart and team.
 - End zone field suites modified for additional camera position.
 - Modifications to lower bowl east end zone feathers.
 - Back of upper bowl superbowl/expanded retractable seating partially interrupted by structural columns moving inward and duct work.
 - Kitchen/broadcast moved to north event level.
 - Substantial increase in recycling capacity.

Steve White with Heery, the GWCCA Construction Representative, reviewed the design development review process. Pursuant to the PDA, the Authority has final approval rights over Material Design Elements for the NSP to include the final Conceptual Design Documents (achieved), the Schematic Design Documents (achieved), and the Design Development Documents. The Authority is to review and approve Material Design Elements which:

- Affect the exterior appearance;
- Affect public access to the facility (safety, convenience, etc.);
- Affect public accommodations (i.e. number of restrooms, seats, concessions); and
- Affect the Authority’s ability to conduct Legacy Events.

The Authority received a total of 2,157 construction drawings on June 23, 2014. The Authority established a thirty day schedule to complete the review of the drawings. The review was conducted by Heery and the designated GWCCA Team which includes Frank Poe, Kevin Duvall, Carl Adkins, Adam Straight, Erik Waldman, Jim Ridgway, Patrick Skaggs, and Josh Robison. GWCCA comments are to be submitted to StadCo by July 22, 2014. Staff will seek Board approval of the 100% Design Development Documents at the July 29, 2014 Board of Governors meeting.

Should the Board choose to approve the documents, next steps include:

- Review construction documents as produced to insure compliance with approved Design Documents;
- Review work-in-place to insure compliance with approved Design Documents and construction documents; and
- Coordinate logistics with GWCCA campus operations.

Staff recommended Committee approval to advance the 100% Design Development Documents to the full Board at the July 29, 2014 Board meeting for their consideration and approval.

At this time Chair Hunter asked for a motion to approve staff recommendation.

A motion to approve advancing the NSP 100% Design Development Documents to the full Board for consideration and approval at the July 29, 2014 Board of Governors meeting was made by Doug Tollett, seconded by Glenn Hicks, and unanimously approved.

The Committee was advised that the Authority is conducting a Georgia Dome Master Plan Site Analysis . It is a four week study. Staff will report the findings to the Board's Executive Committee and the full Board.

GWCC BROKERAGE and ADVERTISING LICENSE AGREEMENT UPDATE

Today staff will review two items: 1) The proposed brokerage agreement with the Falcon; and 2) The Atlanta Hall Management License Agreement for the Marietta Street parking deck video board.

GWCC Brokerage Agreement

At the last Stadium Development Committee meeting, staff was asked to follow-up with Clear Chanel to determine their typical advertising brokerage fee structure. The results of that assessment with Clear Channel indicated that a commission structure for advertising on parking garage wall and Thomas Murphy Ballroom exterior wall would be 65% GWCCA / 35% Clear Chanel.

The Authority's initial offer to the Falcons was an 80% (GWCCA)/20% (Falcons) split. The Falcons' counter offer was a 70% (GWCCA)/30% (Falcons) split on the first million sold with a ceiling of 45%. The offer was not accepted. The Authority is now issuing an RFQ for campus-wide commercial advertising, minus the Atlanta Hall Management (AHM) piece, for remaining potential future inventory. Staff will finalize the Site Coordination Agreement to address ambush marketing.

Staff will continue to seek an alternative avenue for campus-wide brokerage agreement

Atlanta Hall Management Advertising License Agreement

The Committee was made aware at the last meeting that Atlanta Hall Management presented a proposal to the Congress Center to exclusively sell ad space on the Marietta Street Parking Deck digital sign which is to be installed in June/July 2014. The initial proposal terms included:

- AHM will control sales effort;
- Eight AHM 10-second ads / four GWCC 10-second ads;
- \$210,000 annual revenue guaranteed by AHM to GWCCA;
- AHM gets zero commission for first \$210,000 per year;
- AHM will use best efforts to obtain \$430,000 annually;
- IF revenue is in excess of \$430,000, AHM gets 10% commission; and
- GWCCA will be responsible for all billboard operational costs.

Since that meeting, staff went back to AHM to re-work the proposed terms. Revised proposal terms received July 1, 2014 included:

- The GWCCA will offer AHM the exclusive rights to sell eight (8) 10 second spots (out of 12 total spots) 120 seconds.
- All advertising content will be submitted to the GWCCA for approval and upload.
- The remaining four (4) 10-second spots will be utilized at the GWCCA's discretion.
- The GWCCA will accept \$250,000 in annual revenue, 100% inuring to the GWCCA, guarantee for five (5) years.
- AHM will receive 10% commission on billboard ad revenue sold over the \$250,000.
- GWCCA will be responsible for all operational costs.

Staff recommended Committee approval to advance Atlanta Hall Management's License Agreement proposal to the full Board at the July 29, 2014 Board meeting for their consideration and approval.

At this time Chair Hunter asked for a motion to approve staff recommendation.

A motion to approve advancing Atlanta Hall Management's Advertising License Agreement to the full Board for consideration and approval at the July 29, 2014 Board of Governors meeting was made by Glenn Hicks, seconded by Doug Tollett, and unanimously approved.

There being no further business to discuss, the meeting adjourned at 11:50 p.m..

Respectfully submitted:

Approved:

Dale Aiken, Assistant Secretary

Lee Hunter, Chair