

**MINUTES
GWCCA
CENTENNIAL OLYMPIC PARK COMMITTEE MEETING**

**July 30, 2013
GWCC Sales & Event Services Board Room
11:00 a.m.**

Committee Members Present:

Greg O’Bradovich, Chair
Tim Lowe, Ex-Officio
Bill Russell
Doug Tollett

Committee Members Absent:

John Downs

Other Board Members Present:

David Allman

GWCCA Staff Present:

Dale Aiken
Kevin Duvall
Jennifer LeMaster
Lindsay Perdue
Frank Poe
Joe Skopitz
Sherrie Spinks

Guests:

Todd Hill, AECOM
Andy McLean, TVS

Chair O’Bradovich called the meeting to order at 11:07 a.m. and asked for a motion to approve the April 22, 2013 meeting minutes.

A motion to approve the April 22, 2013 GWCCA Centennial Olympic Park Committee meeting minutes was made by Bill Russell, seconded by Doug Tollett, and unanimously approved.

In 2011 the Park contracted with AECOM to develop a visioning plan which would evaluate the Park’s role as a local, regional, and state attraction; and determine how the Park can position itself for the next fifteen years based upon its success as an attraction and event space. Accessibility, monetization, and capital improvements were key points which were addressed. A survey was conducted and recommendations were developed. Previous Park Committee takeaways include needing impactful projects, closing Andrew Young International Blvd. through the Park, developing F&B options, marketing, fundraising, and realistic renderings of the proposed improvements. Today AECOM will address the last item with five new renderings of key Park signature projects which will address long-term needs and will position the Park for future success. The renderings, which include the Administration Building, the Baker Street corner, Andrew Young International Blvd. through the Park, the Southern Company Amphitheater, and the Chamber of Commerce building, compare the current structure/space with the proposed structure/space. Todd Hill with AECOM and Andy McLean with TVS Architects reviewed each rendering.

The Committee agreed that all of the ideas were “game changing”. the committee would like to replace the Chamber building with a new, more iconic building rather than trying to renovate the current structure. A Park Committee meeting will be scheduled in early September to review the new building design.

Next steps:

- Meet with outside experts to study proposed projects shown in the renderings;
- Create a strategy and set up meetings to secure public/private partnerships; and
- Pursue the following projects over the next eighteen months. Need to determine which ones are self-funded and which ones fall under our capital request.
 - Closure of Andrew Young International through the Park;
 - Creation of cycle tract and on-street parking;
 - Landscape deduction; and
 - Purchase of additional moveable tables and chairs.

The Park has been successful in coordinating a Mumford & Sons concert to be held on Tuesday, September 10. The event sold out in one day with 20K tickets being sold. Tickets were sold by invitation only. No tickets were sold through Ticket Master. Promoters will keep all ticket revenue. The Park will keep all F&B revenue. It should be a very successful event.

With no further business to discuss, the meeting adjourned at 12:00 p.m.

Recorded by: Dale Aiken

Greg O'Bradovich, Chair