

GWCCA EXECUTIVE COMMITTEE MEETING

MINUTES

July 31, 2012

GWCC Sales & Event Services Board Room

10:00 a.m.

Committee Members:

David Allman
Anne Hennessy
Glenn Hicks
Lee Hunter
Tim Lowe, Chair
Doug Tollett

GWCCA Staff:

Dale Aiken
Stephanie Carter
Kevin Duvall
Jen LeMaster
Frank Poe
Sherrie Spinks

Guests:

Pargen Robertson, GWCCA Legal Counsel

Chair Lowe called the meeting to order at 10:05 a.m. and asked for a motion to approve the July 9, 2012 meeting minutes.

A motion to approve the July 9, 2012 GWCCA Executive Committee meeting minutes was made by Doug Tollett, seconded by David Allman, and unanimously approved.

Mr. Poe introduced Matthew Hennessy, son of Board member Anne Hennessy. Matthew is working to achieve his Boy Scout Merit Badge and is attending today's meeting to fulfill one of the requirements.

STADIUM UPDATE

The site evaluation process for both the north and south sites continues. Populous has completed the draft evaluation and the Falcons are reviewing it. Each site has not been graded at this time. Construction hurdles are being addressed. The site analysis evaluates walking distances, pedestrian flow, traffic, and access to mass transit.

Barrett Sports Group has submitted a draft rent structure report for staff review. There is a working session scheduled with the Falcons for August 7 and 8. Within the next two weeks, staff will meet with the GWCCA Executive Committee and then the GWCCA Stadium Development Committee to review project status.

COLLEG FOOTBALL HALL OF FAME

Goal is to break ground in December 2012 and open in fall of 2014. Staff is working with State Properties Commission on required agreements so ground breaking will take place on time. A GWCCA Ad Hoc Committee funding update meeting is scheduled for August 16. Mr. Poe is scheduled to meet with Chris Riley in the Governor's Office in August to discuss funding strategies for State project commitments. Atlanta Hall Management (AHM) and the banks will update the Board at the September Retreat.

JUNIOR ACHIEVEMENT

The Junior Achievement (JA) rental program is estimated to be \$400K annually for the Congress Center. JA will invest \$4 million in the space. They are excited about, and are committed to the project. The Authority's April 2012 resolution stated the agreement would be up to ten years. JA wants a definite ten year agreement considering the amount of money it will have invested. The Congress Center is still working with two clients to determine alternate space which we will provide them since their events are being displaced by the JA project. Once a final agreement with JA is determined, it will be reviewed by the GWCCA Executive Committee and the presented to the full Board at the August 28 Board meeting for action. Anticipated opening is fall 2013.

POURING RIGHTS

GWCCA Food & Beverage Review Committee met earlier this month for an update on the potential pouring rights agreement with Coca-Cola. Coke made an initial offer in March 2012, we countered in May 2012, and Coke came back with a final offer in June 2012. Coke's original offer was for \$325K per year for both the Congress Center and the Park for nine years plus \$50K in marketing. Their final offer was for \$525K annually for ten years plus the \$50K in marketing. Staff felt Coke's current offer was reasonable and good and recommended its acceptance to the F&B Committee. Staff also recommended moving toward definitive contract documents. The Committee agreed to accept Coca-Cola's latest proposal and directed staff to move toward a contract.

DISTRIBUTED ANTENNAE SYSTEM (DAS)

At today's Board meeting the full Board will be asked to ratify the Executive Committee's July 9 action and then approve a resolution authorizing staff to move forward with the three-party carrier agreements. CCLD agreed to a 80% GWCC / 20% CCLD revenue split.

CHICK-FIL-A

There is a possibility of a potential protest at the Chick-fil-A Kickoff Games due to Dan Cathy's recent comments. Chick-fil-A has not wavered from its commitment to the Hall of Fame or Junior Achievement. The Authority needs to coordinate its message for the Chick-Fil-A Bowl with Chick-fil-A. Mr. Poe and Kevin Duvall met with Gary Stokan with the CFA Bowl to discuss feedback. GWCCA Public Safety has a detailed policy on how to deal with protestors.

There being no further business, the meeting adjourned at 11:45 a.m.

Respectfully submitted:

Approved:

Dale Aiken, Assistant Secretary

Tim Lowe, Chair