

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
JULY 31, 2012
Authority Board Room
12:00 p.m.

The following were in attendance:

GWCCA Authority Members

Steve Adams
David Allman
Jeff Anderson
John Downs
Anne Hennessy
Glenn Hicks
Tim Lowe, Chair
Greg O'Bradovich
Tricia Pridemore
Bill Rice
Doug Tollett

Absent

Taz Anderson
Lee Hunter
Gary Smith
Dee Yancey

GWCCA Legislative Overview Com.

Rep. Edward Lindsey
Rep. Billy Mitchell
Rep. Butch Parrish

GWCC Staff

Dale Aiken
Joe Cano
Kevin Duvall
Jennifer LeMaster
Frank Poe
Patrick Skaggs
Sherrie Spinks
Mark Zimmerman

Dome Staff

Carl Adkins

COP Staff

Joe Skopitz

Levy Restaurants

Steve Potts

Atlanta Convention & Visitors Bureau

William Pate

Attorney General's Office

Shannon McGhee
Denise Whiting-Pack

Bank of New York

None

Atlanta Falcons

None

GWCC Legal Counsel

Pargen Robertson

Office of Planning & Budget

Josh Waller

Press

Maria Saporta, Atl. Bus. Chronicle
Leon Stafford, AJC
Amy Wenk, Atl. Bus. Chronicle

Guests

Willie Bozeman, English Ave/Vine City
Matthew Hennessy, son of Anne Hennessy
Pete Robinson, Troutman Sanders Strategies
Frankie Thompson, English Ave/Vine City

Chair Lowe called the meeting to order at 12:20 p.m. and introduced the following first time guests.

- Josh Waller – Policy Coordinator, OPB
- Willie Bozeman – English Avenue/Vine City
- Frankie Thompson – English Avenue/Vine City
- Matthew Hennessy – Son of Anne Hennessy, Board Member

Chair Lowe asked for a motion to approve the June 26, 2012 meeting minutes.

A motion to approve the June 26, 2012 meeting minutes was made by Doug Tollett, seconded by Jeff Anderson, and unanimously approved.

Chair Lowe then called upon Joe Cano to present the Sales and Marketing Report for June 2012, which is hereby appended and made a part of these minutes.

Six new events totaling eighteen days, which includes move-in and move-out days, confirmed during June 2012 for GWCC.

<u>Event</u>	<u>Date</u>
2012 Made in America Super Sale & Expo	November 2012
Camping & Adventure Expo 2013	January 2013
College Fair USA 2013	September 2013
Baby & Kid Expo 2014	February 2014
Airport Council International	September 2014
National Association of Convenient Stores	October 2019

No exhibit hall events cancelled at the GWCC in June 2012.

Two new events totaling three days confirmed during June 2012 for the Georgia Dome.

<u>Event</u>	<u>Date</u>
Corky Kell Classic	August 2012
Bank of America Atlanta Football Classic	September 2012

No events cancelled in the Dome in June 2012.

Three new events totaling four days confirmed in Centennial Olympic Park during the month of June 2012.

<u>Event</u>	<u>Date</u>
Home Soda Promo	June 2012
Olympic Day Walk to London	June 2012
The Soul Man Bus Tour	June 2012

No events cancelled in Centennial Olympic Park during the month of June 2012.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during June was reviewed. New dollars generated by out-of-town visitors during June were \$55.9 million and estimated total economic impact was \$87.8 million. Estimated State sales tax generated was \$3.7 million.

Photographs of the following June 2012 events were reviewed:

GWCC

American Wind Energy Association
V-103 Car & Bike Show
SHRM

Georgia Dome

Brothers of the Sun Tour

Centennial Olympic Park

Wednesday WindDown
Googie Burger Fried Pickle Eating Contest

Chair Lowe thanked Joe for his Sales Report and then called on Sherrie Spinks for the review of the June 2012 financial reports, which are appended and made a part of these minutes.

NOTE: Included in today's financial report presentation was a graph for each facility showing a comparison of FY12 year-end results to four prior year-end results.

GEORGIA WORLD CONGRESS CENTER

Operating revenue for June was **ahead** of forecast by \$1,181,879. YTD operating revenue is **ahead** of forecast by \$2,177,464 or 8.07%. This was primarily due to Exhibit Hall Rental, F&B, Parking, and Utility Services revenue. Total expenditures were \$457,931 **over** budget. YTD expenses are **under** budget by \$1,123,963 or 3.61%. The Congress Center projected a net loss of (\$368,764) for June but had an actual net profit of \$355,184 for the month, which is positive variance of \$723,948. YTD the Congress Center projected net loss was (\$4,152,449). Actual net loss was (\$851,022, a positive variance of \$3,301,427.

GWCC Hotel/Motel Tax for July 2011 through June 2012 was \$2,664,446 compared to a budget of \$2,684,758, which was .76% below projection but 4.40% over last year at this time.

GEORGIA DOME

Operating revenue for June was \$412,474 **ahead** of forecast. YTD operating revenue was **ahead** of forecast by \$3,023,172 or 5.19%. Operating expenditures were \$676,387 **over** budget. YTD operating expenditures are **over** budget by \$1,311,827 or 2.98%. Both revenue and expenses were over due to the Brothers of the Sun Tour. The Dome projected a net loss of \$2,261,580 but had an actual net loss of \$2,525,493 for the month, a positive variance of \$263,913. YTD the Dome projected a net profit of \$14,282,054, but had an actual net profit of \$15,993,399, a positive variance of \$1,711,345.

Dome Hotel/Motel Tax for July 2011 through June 2012 was \$18,841,612 against a budget of \$18,990,295, which was 0.78% below projection but 4.44% over last year at this time.

CENTENNIAL OLYMPIC PARK

Operating revenue for June was **below** forecast by \$50,039 due to F&B, Party in the Park, ticket sales, and sponsorships. YTD operating revenue is **below** forecast by \$613,569 or 19.54%. Operating expenditures were **under** budget \$17,773. YTD operating expenditures are **under** budget \$411,697 or 12.56%. The Park projected a **net loss** of \$52,986 for the month, but had an actual **net loss** of \$85,252, a negative variance of \$32,266. YTD the Park projected a **net loss** of \$136,890, but had an actual **net loss** of \$338,762, a negative variance of \$201,872.

Chair Lowe thanked Ms. Spinks for her reports.

DISTRIBUTED ANTENNAE SYSTEMS (DAS) RESOLUTION

Current GWCCA distributed antennae systems provide cellular service on campus. In 2004 the Authority entered tri-party agreements with CCLD and three cellular carriers (Sprint, AT&T, and Verizon) to provide the distributed antenna services. CCLD has been in negotiations with the three carriers to upgrade their systems with the installation of 4G/LTE service. CCLD would like to execute a ten year extension addendum to the original agreements with each carrier for the upgrades. The Authority's revenue share would increase from 20% to 80% with the amendments. There was a sense of urgency in this matter as one of the carriers was further along in their preparations and wanted to begin installation so its system upgrade would be completed prior to the 2012 NFL football season.

Therefore, this request was presented to the GWCCA Executive Committee on July 9, 2012 to secure action to allow the Authority to move forward. The Executive Committee subsequently approved the request giving the Executive Director authority to execute the proposed carrier amendments for an 80% (GWCC) / 20% (CCLD) revenue split. If all three carriers signed the amendments, it would be a revenue increase of \$300K to \$350K for the Authority.

Chair Lowe asked for a motion to ratify the Executive Committee's July 9, 2012 action and accept the Resolution as presented at today's meeting.

A motion to ratify the Executive Committee's July 9 action and approve the Resolution authorizing the Executive Director to execute the proposed 4G/LTE Distributed Antennae System Amendments with AT&T Wireless Services, Inc., Verizon Communications, Inc., and Sprint Nextel Corp. as presented at today's meeting was made by Glenn Hicks, seconded by Anne Hennessy, and unanimously approved.

The next Board meeting will be Tuesday, August 28.

With no further business to discuss, a motion to adjourn was made by Jeff Anderson, seconded by Tricia Pridemore, and unanimously approved.

RESPECTFULLY SUBMITTED:

DALE AIKEN
ASSISTANT SECRETARY

ANNE HENNESSY
SECRETARY