

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
BOARD OF GOVERNORS MEETING
AUGUST 27, 2013
Authority Board Room
1:00 p.m.

The following were in attendance:

GWCCA Authority Members

Taz Anderson
Brian Daniel
John Downs
Anne Hennessy
Glenn Hicks
Lee Hunter
Bill Jones
Tim Lowe, Chair
Greg O'Bradovich
Bill Rice
Bill Russell
Doug Tollett
Charlie Yates

Absent

Steve Adams
David Allman

GWCCA Legislative Overview Com.

Representative Ed Lindsey
Representative Rahn Mayo

GWCC Staff

Mark Adams
Dale Aiken
Kevin Duvall
Jennifer LeMaster
Lindsay Perdue
Patrick Skaggs
Sherrie Spinks
Mark Zimmerman

Dome Staff

Carl Adkins

COP Staff

Joe Skopitz

Levy Restaurants

Steve Potts

Atlanta Convention & Visitors Bureau

None

Attorney General's Office

Denise Whiting-Pack

Bank of New York

Eric Knoll

Atlanta Falcons

Jim Smith

GWCC Legal Counsel

Pargen Robertson

Office of Planning & Budget

Caylee French

Press

Leon Stafford, AJC

Guests

Robb Willis, Troutman Sanders Strategies

Chair Lowe called the meeting to order at 1:02 p.m. asked for a motion to approve the July 30, 2013 meeting minutes.

A motion to approve the July 30 2013 meeting minutes was made by Doug Tollett seconded by Charlie Yates, and unanimously approved.

Notes of interest:

- Frank Poe is currently in China with Governor Deal's Economic Development Trade Mission.
- Junior Achievement opened last week. Information regarding the opening was distributed to Board members at today's meeting.
- NFL's new bag policy and permissible clear bag were distributed to Board members at today's meeting.

FALCONS 2014 PREMIUM SEATING AND ADVERTISING PRICING

Kevin Duvall introduced Jim Smith, Senior Vice-President of Advertising and Marketing for the Falcons. In order to give the Falcons the opportunity to enter the market place early while the season is underway, Mr. Smith presented the 2014 Premium Seating and Advertising pricing to the Board for approval. *2014 Premium Seat Revenue Summary* and *2014 Georgia Dome Advertising Revenue Summary* presentations are attached hereto and made a part of these minutes.

A motion to approve the Falcons 2014 Advertising and Premium Seating rates was made by Glenn Hicks, seconded by Anne Hennessy and unanimously approved.

SALES REPORT

Today's Sales report will review the Congress Center's FY13 results, as well as its future sales and recent successes. The Sales Department has two goals. First goal is to achieve budgeted rental revenue in the fiscal year and the second goal is to book business in the fiscal year which can occur any time in the future. FY13's goal was \$9,065,000. Actual was \$9,697,343. FY14's goal is \$10,010,000. Actual so far is already at \$4,646,324. The following initiatives will be implemented during FY14.

- Revised weekly sales report;
- More defined short term and long term sales goals for team members;
- Formulate relationships with accounts which have not been to Atlanta in the last five years or have never been to Atlanta in order to book new business;
- Each sales manager has a goal to book two new accounts which will result in sixteen new shows for the Congress Center.
- Capitalize on Atlanta hosting American Society of Association Executives. Contacts from the show are being divided among the sales team.
- Making twenty-four site visits to shows in competing cities. Will show host association we are serious about getting their event to Atlanta and will give our sales team an opportunity to look at the competition.

Some new business booked includes:

- Residential Construction & Remodeling Expo in FY15, 5,000 attendees;
- Athena Health in FY15, 2,400 attendees;
- American Rental Association in FY16, 12,000 attendees (holding dates in FY19);
- National Science Teachers Association in FY18, 15,000 attendees;
- International Chiefs of Police in FY21, 15,000 attendees.

A more detailed report on future sales will be presented at the September Board Planning Retreat.

Chair Lowe thanked Mr. Adams for his report.

Chair Lowe then called on Sherrie Spinks for the review of the July 2013 financial reports, which are appended and made a part of these minutes.

GEORGIA WORLD CONGRESS CENTER

The Congress Center projected a net profit of \$1,294,226 for the month but had an actual net profit of \$1,042,797, a negative variance of \$251,429. The shortfall was due to Microsoft cutting its budget in the Congress Center.

GEORGIA DOME

The Dome projected a net profit of \$26,256,634 for the month but had an actual net profit of \$23,533,556, a negative variance of \$2,723,078. The shortfall was due to timing for advertising contracts and the cancellation of two events. The deficit will be made up in August.

CENTENNIAL OLYMPIC PARK

The Park projected a net gain against budget of \$263,010 for the month but had an actual gain against budget of \$618,295, a positive variance of \$355,000. The increase in revenue was mainly due to Microsoft F&B exceeding its budget.

July is the first month of the new fiscal year. Therefore, month-end is the same as year-to-date.

Hotel/Motel Tax of \$1.84M was 15.42% below of projection for the month and is 12.55% below last year at this time. July events resulted in an estimated 106,066 attendees and an estimated economic impact of \$97.6M for the month.

Chair Lowe thanked Ms. Spinks for her reports.

PERSONNEL COMMITTEE REPORT

The Personnel Committee met on August 14, 2013 to review each facility's FY13 performance. Committee Chair Glenn Hicks asked Sherrie Spinks to review the summary presented at the committee meeting.

Authority Consolidated FY13 Financials:

In FY13 the Authority budgeted \$113,740,381 in total revenue. Actual revenue of \$130,433,924 was 14.7% better than forecast. Expenditures were \$109,497,519 against a budget of \$99,564,313 or 10.0% over budget. Net profit before depreciation was \$20,936,405 against a budget of \$14,176,068, which is a positive variance of \$6,760,337 or 47.7% better than forecast. It was a great year financially for the Authority.

Campus-wide Year-End Highlights include:

- Health Care savings of \$1.7 million with a 25% increase in employee participation;
- New event management software, Ungerboeck, went live July 1, 2013;
- Rolling forecast was within \$90K of year-end actual reported in April 2013;
- Kickoff of Best in Class central customer service training;
- Implementation of HR Cloud – electronic onboarding of new employees;
- Applicant system – 25,620 applicants, a 25% increase;
- Received Commissioner's Award for State Charitable Contributions – contributed \$20,780; and
- Community contributions included 5,700 razors, 4,700 pairs of socks, 1,500 diapers, food, toys for Toys 4 Tots, book bags, and uniforms.

Campus-wide contract highlights include:

- Pouring rights contract executed. Resulted in a revenue increase of \$525,000 per year for ten years.
- CCLD invested \$1.5M to upgrade infrastructure and an improved commission structure resulted in a revenue increase of \$154,000.
- Levy invested \$1M in the purchase of a point of sale system and an improved commission structure resulted in a revenue increase of \$527,953.
- Healthcare insurance change resulted in a savings of \$1.7M to the Authority.

The Authority accomplished a great deal over the past year and the team continues to perform at a high level to increase revenue and reduce expenses. Based on the Authority's FY13 performance, the Personnel Committee recommends implementation of the budgeted 3% merit pool.

A motion to approve the Personnel Committee's recommendation to implement the budgeted 3% merit pool was made by Doug Tollett, seconded by Charlie Yates and unanimously approved.

Chair Hicks noted the entire team's performance over the past twelve months has been extraordinary and it has been as good an all-round year as he has seen in his fifteen years on the Board. Congratulations to the team!

With no further business to discuss, a motion to adjourn was made by Lee Hunter, seconded by Charlie Yates, and unanimously approved.

RESPECTFULLY SUBMITTED:

DALE AIKEN
ASSISTANT SECRETARY

ANNE HENNESSY
SECRETARY