

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
AUGUST 31, 2010

The following were in attendance:

GWCCA Authority Members

Taz Anderson
Ken Cornelius
Glenn Hicks
Lee Hunter
Bob Prather, Chair
Gary Smith
Doug Tollett
Dee Yancey

Absent

David Allman
John Downs
Jim Edenfield
Anne Hennessy
Bill Linginfelter
Tim Lowe

GWCC Legislative Overview Com.

Senators

Don Balfour
Bill Hamrick
Judson Hill
Jeff Mullis

Representatives

Matt Dollar
Butch Parrish

GWCC Staff

Dale Aiken
Kevin Duvall
Mark Geiger
Jeff Mellin
Frank Poe
Pattsie Rand
Patrick Skaggs
Sherrie Spinks

Dome Staff

Carl Adkins
Will Lofdahl

COP Staff

Mark Banta
Joe Skopitz

Levy - GWCC

Chris Smith
Scott Sweeney

GWCC Legal Counsel

Pargen Robertson

Atlanta Falcons

Greg Beadles

Attorney General's Office

Shannon McGhee

Office of Planning & Budget

Yvonne Turner

Senate Budget Office

Elizabeth Kulinski

Press

Maria Saporta, Atlanta Business Chronicle
Lisa Schoolcraft, Atlanta Business Chronicle
Leon Stafford, AJC

Chair Bob Prather welcomed everyone and called the meeting to order at 12:30 p.m.

Chair Prather then asked for a motion to approve the minutes of the July 27, 2010 meeting.

A motion to approve the minutes of the June 29, 2010 meeting was made by Lee Hunter, seconded by Taz Anderson, and unanimously approved.

Chair Prather then called on Jeff Mellin to present the Sales and Marketing Report for June 2010, which is hereby appended and made a part of these minutes. Patsie Rand was attending an Atlanta Sales Update in Washington, D.C.

Four events totaling twenty-six days, which includes move-in and move-out days, confirmed during July for GWCC exhibit halls.

| <u>Event</u> | <u>Date</u> |
|---|--------------|
| Music Travel Consultants, Inc. | October 2010 |
| Energy Efficient Retrofit Design | October 2011 |
| National Propane Gas Association for Unmanned Vehicle Systems International | April 2012 |
| | May 2015 |

Two events were cancelled at the GWCC during July for a total of 19 days.

| <u>Event</u> | <u>Date</u> |
|-----------------------|-------------------------------|
| The Georgia Home Show | September 2010 & January 2011 |
| Waste Expo | May 2012 |

One new event confirmed at the Georgia Dome during July 2010 for a total of four days, which includes move-in and move-out.

| <u>Event</u> | <u>Date</u> |
|---------------------------|--------------|
| Honda Battle of the Bands | January 2011 |

No events were cancelled at the Georgia Dome during July 2010.

Three new events were confirmed in Centennial Olympic Park during July 2010.

| <u>Event</u> | <u>Date</u> |
|-------------------------------|----------------|
| Cuervo Games | August 2010 |
| Hello JELL-O Promotional Tour | August 2010 |
| Turner Fest | September 2010 |

No events were cancelled in Centennial Olympic Park during July 2010.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during July was reviewed. Total attendance for July events was 179,883. New dollars generated by out-of-town visitors were \$115.6 million and estimated total economic impact was \$187.7 million. Estimated State sales tax generated was \$8.1 million.

Photographs of the following July 2010 events were reviewed:

GWCC

Seventh Day Adventists
U.S. Fencing

Georgia Dome

Seventh Day Adventists
Atlanta Int'l Soccer Challenge
Drum Corps International

Centennial Olympic Park

4th of July Celebration
National Black Arts Festival
MGX FY11 Opening Reception
Park Promotionals

Chair Prather thanked Mr. Mellin for his report and then called on Sherrie Spinks for the review of the July 2010 financial reports, which are appended and made a part of these minutes.

Note: July is the first month of this fiscal year. Therefore, YTD totals are the same as monthly totals.

GEORGIA WORLD CONGRESS CENTER

Operating revenue for July was \$2,323,187 against a budget of \$2,023,414, which was \$299,773 or 14.81% **ahead** of forecast for the month. The increase is mainly due to food and beverage and utilities revenue. Total expenditures of \$2,744,374 were \$59,184 or 2.11% **under** budget. The Congress Center projected a net loss of (\$780,144) but had an actual net loss of (\$421,187) for the month, which is \$358,957 better than forecast.

GEORGIA DOME

Total operating revenue for July was \$21,829,940 against a budget of \$24,441,448, which was \$2,611,508 or 10.68% **below** forecast. Operating expenditures of \$1,900,592 were \$258,932 or 11.99% **under** budget. The Dome projected a net profit of \$22,281,924 but had an actual net profit of \$19,929,348 for the month.

Note: Receipts for annual Suites, Club Seats, and Advertising License Fees typically are received at the first of each fiscal year. Through a timing for recognition of July revenue, these revenue categories were not credited with all funds received. August financials should reflect budgeted performance.

CENTENNIAL OLYMPIC PARK

Operating revenue for July was \$929,552 against a budget of \$941,138, which was \$11,586 or 1.23% **below** forecast. Operating expenditures for the month were \$730,432, which was \$36,376 or 4.74% **less** than projected. The Park projected a net gain against budget of \$174,330 for the month, but had an actual **net gain** of \$199,120.

GOOGIE BURGER UPDATE

Mark Banta, General Manager of Centennial Olympic Park, thanked the GWCCA Centennial Olympic Park Committee for all of its input and support in the development process for the Park's new food service venue, The Googie Burger. Mark introduced the Levy team that manages the Googie Burger, Chef John Coley and General Manager Shawn Goelz. They have done a terrific job since it opened in July.

The original concept for a new food service venue was to establish an iconic destination that was fun for families and visitors; and we knew we needed to make the building more accessible. The Googie Burger building replicates a style of architecture reminiscent of the 1950's. We feel that with the use of this style of architecture, we have met our objective to create something of interest for the people. The Fountain of Rings now flows into the open area surrounding the Googie making the building very approachable. At night the building lights up drawing in a more adult crowd.

Levy Innovations in Chicago took the food service concept into the "restaurant world" with burgers, chicken sandwiches, and shakes with friendly, fast, service. Adult meals are available for approximately \$8.50 and children's meals are under \$5.

We hope to make the Googie burger the new restaurant destination. After being open for only forty-five days, we are seeing the potential to build a new tradition of the place to eat before and after events. We have already seen large numbers, sixty-five to seventy, CNN employees coming to the Googie Burger for lunch. Core area business is what will make us successful,

The Googie Burger opened July 13 and in that eighteen day period, revenue of \$41,584 was 51% more than that time last year. The month of August brought in revenue of \$49,538, an increase of 142% over last year's August sales. We think the Googie Burger has incredible potential. We are very excited about its future. We hope everyone enjoyed their Googie Burger lunch today and please, spread the word.

Chair Prather thanked Mark and Levy for today's wonderful food.

The Authority Planning Retreat will take place September 27 and 28 in place of the regular September Authority meeting. The next regular Authority meeting will be October 26, 2010.

Chair Prather then called for a motion to adjourn to Executive Session to discuss personnel issues.

Motion to move to Executive Session to discuss personnel issues was made by Doug Tollett, seconded by Glenn Hicks, and unanimously approved.

Motion to move out of Executive Session and reconvene to General Session was made by Lee Hunter, seconded by Ken Cornelius, and unanimously approved.

Chair Prather then asked for a motion to adopt the full report of the GWCCA Employee Compensation Committee.

Motion to adopt the full report of the GWCCA Employee Compensation Committee was made by Taz Anderson, seconded by Doug Tollett, and unanimously approved.

Mr. Poe informed board members that the planning retreat will be an engaged day and a half. The first part of Monday morning will be spent on internal updates and Doug Ducate will report on the state of convention hall industry and the future of the industry. Monday afternoon will be spent on Dome stadium issues. Tuesday Rich McKay will give a brief presentation followed by a Q&A session. After Mr. McKay's report there will be a brief wrap up session. Governor Perdue may join the group for dinner Monday evening.

With no further business to discuss, a motion to adjourn was made by Glenn Hicks, seconded by Taz Anderson, and unanimously approved.

RESPECTFULLY SUBMITTED:

APPROVED:

DALE AIKEN
ASSISTANT SECRETARY

ANNE HENNESSY
SECRETARY