

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**PLANNING RETREAT**  
**BARNESLEY GARDENS RESORT**  
**SEPTEMBER 19 & 20, 2013**

The following were in attendance:

**GWCCA Authority Members**

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

**Absent**

John Downs

**GWCC Staff**

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

**Dome Staff**

Carl Adkins  
Julia Karrenbauer  
Adam Straight  
Erik Waldman

**COP Staff**

Joe Skopitz

**Levy Restaurants**

Steve Potts

**Guests**

Franklin Jones, Greenberg Traurig  
Lee McElhannon, GSFIC  
Caylee (French) Noggle, OPB  
William Pate, ACVB  
Diana Pope, GSFIC  
Pargen Robertson, Owen, Gleaton, Jones & Sweeney  
Pete Robinson, Troutman Sanders Strategies  
Robb Willis, Troutman Sanders Strategies

**Press**

Leon Stafford, Atlanta Journal-Constitution  
Tim Tucker, Atlanta Journal-Constitution

Chair Lowe called the 2013 GWCCA Planning Retreat to order at 9:15 a.m.

Topics discussed at the retreat included:

- Park Vision
- GWCC Business Update
- NSP Project Update
- Executive Session

*A motion to move into Executive Session to discuss property acquisition and bad debt was made by Brian Daniel, seconded by Charlie Yates, and unanimously approved.*

- Campus Opportunities
- Legislative Update
- Campus-wide Communications Program

Meeting agenda is appended and made a part of these minutes.

There being no further business, the planning retreat adjourned at 10:00 a.m.

RESPECTFULLY SUBMITTED:

APPROVED:

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DALE AIKEN  
ASSISTANT SECRETARY

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ANNE HENNESSY  
SECRETARY

**2013 Georgia World Congress Center Authority  
Planning Retreat  
Barnsley Gardens Resort  
597 Barnsley Gardens Road  
Adairsville, GA 30103  
770-773-7480**

**DETAILED AGENDA - Preliminary (Revised 9/18/13)**

<b>Thursday, September 19</b>		<b>Scarborough Room 9:00 a.m. - 5:00 p.m.</b>
9:00 - 9:30 a.m.	30 min.	<b>Introduction &amp; Agenda overview</b>
9:30 - 10:30 a.m.	1 hr	<b>Park Vision</b> ( <i>Joe</i> )
10:30 - 10:45 a.m.	15 min.	<b>Break</b>
10:45 a.m. - 12:45 p.m.	2 hrs.	<b>GWCC Business Update</b> ( <i>Mark Z., Mark A., William Pate, Steve Potts</i> ) Industry update FY14 - FY17 Review Marketing Fund Performance Contracting & Capital Projects ( <i>Patrick</i> ) Foodservice update
12:45 - 2:00 p.m.	1.25 hrs.	<b>Lunch</b>
2:00 - 5:00 p.m.	3 hrs.	<b>NSP Project Update</b> ( <i>Frank &amp; Kevin</i> ) 360 Presentation ( <i>Kevin</i> ) Overall Schedule ( <i>Kevin</i> ) Principal Project Documents (PPD) update ( <i>Franklin</i> ) Campus-wide sponsorship brokerage ( <i>Kevin</i> ) De-commissioning the Dome ( <i>Carl</i> ) Executive Session
5:00 p.m.		<b>Adjourn</b>
7:00 -7:30 p.m.		<b>Reception - Ruins</b>
7:30 p.m.		<b>Dinner - Ruins</b>
<b>Friday, September 20</b>		<b>Scarborough Room 8:00 a.m. - 1:00 p.m.</b>
8:00 - 11:30 a.m.	3.25 hrs.	<b>Campus Opportunities</b> Hotel Development ( <i>Sherrie, Mark Z.</i> ) Campus-wide Event Development ( <i>Kevin, Julia, Mark A.</i> ) East Georgia Project ( <i>Sherrie</i> )
10:00 - 10:15 a.m.	15 min.	<b>Break</b>
11:30 a.m. - 12:00 p.m.	30 min.	<b>Legislative Update</b> ( <i>Lindsay &amp; Pete</i> ) Flex benefits
12:00 - 12:30 p.m.	30 min.	<b>Campus-wide Communications Program</b> ( <i>Jen</i> )
12:30 - 1:00 p.m.	30 min.	<b>Wrap-up/follow-up</b> ( <i>Frank</i> )
1:00 p.m.		<b>Adjourn</b>