

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
BOARD OF GOVERNORS MEETING
AUTHORITY BOARD ROOM
OCTOBER 27, 2015
1:00 p.m.

The following were in attendance:

GWCCA Authority Members

Steve Adams
Stan Conway
Phil Gingrey
Anne Hennessy
Glenn Hicks
Lee Hunter, Chair
Tim Lowe
Andrew MacCartney
Bill Rice
Bill Russell
Doug Tollett

Absent

David Allman
Chris Cummiskey
Brian Daniel
Bill Jones

GWCCA Legislative Overview Com.

Senator Frank Ginn
Senator Butch Miller
Representative Rahn Mayo
Representative Butch Parrish
Representative Terry Rogers

GWCC Staff

Dale Aiken
Kevin Duvall
Jennifer LeMaster
Frank Poe
Pargen Robertson
Carla Sayeh
Patrick Skaggs
Sherrie Spinks
Lindsay Strickland
Mark Zimmerman

Dome Staff

Carl Adkins
Adam Straight

COP Staff

Joe Skopitz

Levy Restaurants

Steve Potts

Atlanta Convention & Visitors Bureau

William Pate
Mark Vaughan

Attorney General's Office

Keilani Parker

Bank of New York

None

Atlanta Falcons

None

Office of Planning & Budget

None

Press

Leon Stafford, AJC

Guests

Lawrence Bell
Robb Willis

Chair Hunter called the meeting to order at 12:49 p.m. and asked for a motion to approve the August 25, 2015 and September 23 & 24, 2015 meeting minutes.

A motion to approve the August 25, 2015 and September 23 & 24, 2015 meeting minutes was made by Doug Tollett, seconded by Tim Lowe, and unanimously approved.

SEPTEMBER FINANCIAL REPORTS

Chair Hunter called on Sherrie Spinks for the review of the September 2015 financial reports, which are appended and made a part of these minutes.

GEORGIA WORLD CONGRESS CENTER

The Congress Center projected a net loss of (\$612,567) for the month but had an actual net loss of (\$1,119,327), a negative variance of \$506,760. The deficit is due to a decrease in event revenue, parking revenue, Hotel/Motel Tax connections. Operating expenses were \$324,369 over budget due to replacement of the Georgia Ballroom stage lift, re-organization consultant costs, and computer software (Microsoft) licenses. YTD the Congress Center projected a net loss of (\$1,734,381) but had an actual net loss of (\$2,067,298) mainly due to increased expenses.

GEORGIA DOME

The Dome projected a net profit of \$2,540,015 for the month, but had an actual net profit of \$2,278,949, a negative variance of \$261,066. The deficit is mainly due to the cancellation of the Atlanta Football Classic. Total expenditures were over budget by \$467,086 primarily due to facility maintenance projects postponed due to Falcon game day ticket expense. YTD the Dome projected a net profit of \$21,542,809 but had an actual net profit of \$22,835,531.

CENTENNIAL OLYMPIC PARK

The Park projected a net gain against budget of \$13,273 for the month but had an actual net loss of (\$171,273), a negative variance of \$184,546. The deficit was due to F&B, space rental for a couple of events which did not occur, and Wednesday WindDown ticket sales. Total expenditures were \$61,684 over budget primarily due to continuation of repair projects and 25th Anniversary of Olympic Bid event expenses. YTD the Park projected a net loss of (\$58,130) but had an actual net loss of (\$217,662).

Hotel/Motel Tax of \$7.3M was 1.13% over budget for the month and is 4.99% ahead of last year at this time.

The following September events resulted in an estimated 204,427 attendees and an estimated economic impact of \$161.2M for the month.

GWCC: GlassBuild America 2015
National Safety Council

Dome: Falcons vs. Ravens
GSU vs. UNC Charlotte
Chick-fil-A Kickoff Game
Falcons vs. Eagles

Chair Hunter thanked Ms. Spinks for the reports.

FACILITY OPERATIONS REPORTS & GWCC SALES UPDATE

Georgia Dome – Adam Straight
 FY16, Q1 Dome updates

Event Season:

- 2 major concerts (Kenny Chesney and Taylor Swift);
- 2 major conventions (Alcoholics Anonymous and Primerica); and
- CONCACAF Gold Cup Semi-Final Match

Mercedes Benz Stadium (MBS) Construction Coordination:

- Mitchell St. and Elliott St. construction complete;
- Phase 1 parking deck complete; and
- Elevated Plaza construction to begin

Projects:

- MBS “Mock-up’s” - LED Lighting, Floor finishes, Concession modifications;
- Corrective Maintenance on systems and Physical plant; and
- Continuous Safety Maintenance

Centennial Olympic Park – Joe Skopitz
 FY16, Q1 Park updates

Events:

- Annual 4th of July Celebration;
- Praise in the Park gospel concert;
- 25th Anniversary Olympic Bid event;
- Foo Fighters concert; and
- Hosted 60 other events in 96 days.

Projects:

- Sand Cap test area for advanced drainage for Great Lawn South - Total of 8000 sq. ft. which has a perk rate of 13 inches per hour.
- Will install Sand Cap in remainder of Park.

Repair & Maintenance:

- Replaced five (5) information kiosks;
- Replaced over \$60k in granite markers; and
- Performed monument preservation on the *de Coubertin* statue.

Recognition:

- Outkast #ATLast – Best Concert of the Year , Creative Loafing
- Brew on the Bricks – Ten Fabulous Fall Festivals in Atlanta, About.com; and
- Fountain Pen – Silver, International Festival and Events Association, Pinnacle Awards

GWCC Sales Update – Mark Adams

Sales Snapshot: FY15 YTD / FY16 YTD revenue comparison

	<u>FY16 YTD</u>	<u>FY15 YTD</u>
In the year for the year	\$1,065,659	\$1,709,003
Future years	<u>\$6,095,604</u>	<u>\$6,557,601</u>
Overall total	\$7,161,263	6,557,601
Total F&B Sales (gross)	\$5,614,900	\$9,074,900 (included 3 Microsoft events)

Events booked since July 1, 2015 include:

- American Association of Cancer Research (*new business to Atlanta*)
- MODEX 2020 & 2022
- HAI HELI-EXPO 2019 & 2023 (*new business to Atlanta*)
- 2018 International Poultry Exposition
- Microsoft Ignite (*new business to Atlanta*)
- American Trucking Association 2018-2021 (*new business to Atlanta*)
- The Endocrine Society 2022 (*new business to Atlanta*)

Key Corporate Events hosted in last 30 days:

- Kubota
- Best Buy
- Hewlett Packard
- Michelin
- Honda
- Salesforce

It was noted that Mark Zimmerman will have a featured “Industry Insight” article in each issue of the Trade Show Executive publication over the next year.

Georgia World Congress Center – Patrick Skaggs
FY16, Q1 GWCC Update

Major events hosted since July 1, 2015:

Alcoholics Anonymous
American Association of Clinical Chemistry
Bronner Brothers International Beauty Show
Car & Bike Show (V-103)
Glassbuild America
International Association of Fire Chiefs
National Safety Council
Neighborhood Awards
Peachtree Road Race Expo
Primerica

Total attendance for these events was 267,669 and the economic impact was \$287.8M. More than 4,000 US companies attended, generating more than \$6M in orders, and more than 300 companies from 36 countries were also represented.

GWCCA NOMINATING COMMITTEE

Glenn Hicks will Chair this year’s GWCCA Nominating Committee. The Committee will report back to the Board at the December 1, 2015 Board meeting with the recommended 2016 slate of officers.

GWCCA EXECUTIVE COMMITTEE REPORT

Chair Hunter asked for a motion to move into Executive Session to discuss a personnel issue.

A motion to move into Executive Session for the purpose of discussing and deliberating upon the employment, compensation, and periodic evaluation and rating of a public officer or employee under O.C.G.A. 50-14-3(b)(2) was made by Anne Hennessy, seconded by Doug Tollett, and unanimously approved by Steve Adams, Stan Conway, Phil Gingrey, Anne Hennessy, Glenn Hicks, Lee Hunter, Tim Lowe, Andrew MacCartney, Bill Rice, Bill Russell, and Doug Tollett.

The regular session of the GWCCA Board of Governors meeting reconvened at 1:39 p.m. At this time, Chair Hunter asked for a motion to approve the GWCCA Executive Committee's recommendation to extend the Executive Director's current Agreement.

A motion to approve the GWCCA Executive Committee's recommendation to extend the Executive Director's Agreement end date from March 31, 2018 to June 30, 2021 was made by Tim Lowe, seconded by Doug Tollett, and unanimously approved.

The next meeting which is scheduled for Tuesday, December 1. The November/December meetings are combined due to the Holidays.

With no further business to discuss, a motion to adjourn was made by Bill Russell, seconded by Doug Tollett, and unanimously approved.

RESPECTFULLY SUBMITTED:

DALE AIKEN
ASSISTANT SECRETARY

BILL RUSSELL
SECRETARY