

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
BOARD OF GOVERNORS MEETING
AUTHORITY BOARD ROOM
OCTOBER 28, 2014
1:00 p.m.

The following were in attendance:

GWCCA Authority Members

Steve Adams
Taz Anderson
Stan Conway
Anne Hennessy
Glenn Hicks
Bill Jones
Tim Lowe, Chair
Greg O'Bradovich
Bill Rice
Bill Russell
Doug Tollett
Charlie Yates

Absent

David Allman
Brian Daniel
Lee Hunter

GWCCA Legislative Overview Com.

Representative Mark Hamilton
Representative Rahn Mayo
Representative Butch Parrish

GWCC Staff

Mark Adams
Kevin Duvall
Jennifer LeMaster
Frank Poe
Pargen Robertson
Carla Sayeh
Sherrie Spinks
Lindsay Strickland
Mark Zimmerman

Dome Staff

Carl Adkins

COP Staff

Joe Skopitz

Levy Restaurants

Steve Potts

Atlanta Convention & Visitors Bureau

Mark Vaughan

Attorney General's Office

Shelby Perdue

Bank of New York

None

Atlanta Falcons

Jim Smith

Office of Planning & Budget

None

Press

Leon Stafford, AJC

Guests

Aaron Bastian – Communications and
Project Manager / City of Atlanta / Mayor's
Office of Sustainability
Lawrence Bell – Troutman Sanders Strategies
Beth Bond - Curator, Southeast Green
Shelby Buso – Director of Sustainability, Atlanta
Central Progress
Charlie Cichetti – Principal, Sustainable
Investment Group
Holly Elmore – Founder, Elemental Impact
David Freedman – Executive Director, USGBC
Georgia
Jerry Keen - Troutman Sanders Strategies
Tim Trefzer – GWCCA Sustainability Coordinator
Steve White – Heery

GWCC Sustainability Team

Chris Chadwick
Shawn King
Alicia McNease
Mercy Mbugua
Josh Robison
Adam Straight
Patrick White

Chair Lowe called the meeting to order at 1:06 p.m. and asked for a motion to approve the August 26, 2014 and September 25 & 26, 2014 meeting minutes.

A motion to approve the August 26, 2014 and September 25 & 26, 2014 meeting minutes was made by Glenn Hicks, seconded by Taz Anderson, and unanimously approved.

FALCONS 2015 & 2016 PREMIUM SEATING AND 2015 ADVERTISING PRICING

Kevin Duvall introduced Jim Smith, Senior Vice-President of Advertising and Marketing for the Falcons. Each year the Falcons present to the Board the next year's Premium Seating and Advertising pricing for approval. This year Mr. Smith presented the 2015 and 2016 Premium Seating pricing (two year pricing instead of one as we move to the end of the Dome in 2017) and the 2015 Advertising pricing. The *2015 and 2016 Premium Seating Revenue Summary* and the *2015 Georgia Dome Advertising Revenue Summary* presentations are attached hereto and made a part of these minutes.

At this time Chair Lowe asked for a motion to approve the Falcons 2015 and 2016 Premium Seating Pricing and the 2015 Advertising pricing as presented today.

A motion to approve the Falcons 2015 and 2016 Premium Seating Rates and the Falcons 2015 Advertising rates was made by Bill Russell, seconded by Doug Tollett and unanimously approved.

SEPTEMBER FINANCIAL REPORTS

Chair Lowe called on Sherrie Spinks for the review of the September 2014 financial reports, which are appended and made a part of these minutes.

GEORGIA WORLD CONGRESS CENTER

The Congress Center projected a net loss of (\$797,547) for the month but had an actual net loss of (\$862,018), a negative variance of \$64,471. The loss is due to a September budgeted event moving to October. Operating expenses were \$70K under budget due to the event moving to October. YTD the Congress Center projected a net loss of (\$565,277) but had an actual net profit of \$394,357.

GEORGIA DOME

The Dome projected a net profit of \$1,493,541 for the month, but had an actual net profit of \$1,912,356, a positive variance of \$418,815. The positive variance was due to the largest gains in Falcons game day suites, F&B, H/M Tax, and Premium Seat and Suite Licenses. Total expenses were over budget \$400K due to additional game ticket costs. YTD the Dome projected a net profit of \$21,215,005 but had an actual net profit of \$21,530,345.

CENTENNIAL OLYMPIC PARK

The Park projected a net loss against budget of (\$32,958) for the month but had an actual net gain of \$113,971, a positive variance of \$81,013 due to the sold out three-day Outkast concert. YTD the Park projected a net gain of \$185,854 but had an actual net gain of \$670,779.

Hotel/Motel Tax of \$7M was 10.08% over budget for the month and is 14.51% ahead of last year at this time.

The following September events resulted in an estimated 225,790 attendees and an estimated economic impact of \$65.4M for the month.

GWCC: Airport Council International
Rodan & Fields Convention 2014
National Black MBA Association Conference
ASIS International

Dome: Georgia State vs. New Mexico State
Atlanta Falcons vs. New Orleans Saints
Georgia State vs. Air Force
Atlanta Falcons vs. Tampa Bay Buccaneers
Atlanta Public Schools Homecoming Games

Park: 3 Outkast Concerts

Chair Lowe thanked Ms. Spinks for the reports.

GWCC SALES UPDATE

Today's Sales update reviewed a comparison of the Congress Center's FY14 Q1 and FY15 Q1 future year, in the year for the year, and overall bookings.

Q1 Future year bookings:

FY14	\$3,876,837
FY15	\$3,877,985

Q1 In the Year for the Year bookings:

FY14	\$873,352
FY15	\$1,592,153

Q1 Overall bookings:

FY14	\$4,750,189
FY15	\$5,470,139 (An overall variance of \$719,950 from FY14 to FY15 for Q1)

A summary of FY14 and FY15 total dollars and total events booked during Q1 is listed below.

Total Dollars:

FY14	\$35.0M confirmed \$19.1M first option
FY15	\$37.5M confirmed \$21.3M first option

Total Events:

FY14	264 confirmed 284 first option
FY15	284 confirmed 310 first option

The update also included:

- A look at total rent, F&B minimums, and first options from FY15 through FY21;
- A look at confirmed and first option city wide events booked from FY15 through FY21; and
- A comparison of FY14 and FY15 Q1 exhibit hall occupancy.

Chair Lowe thanked Mr. Adams for his update.

OUTKAST CONCERT

The Park hosted a three-day Outkast concert on September 26, 27, and 28, 2014. Outkast is a six-time Grammy Award winning Atlanta based hip-hop duo from East Point, Georgia. They are known for defining the sound of southern hip-hop music. The concert was the first ticketed three-day concert in the Park, was locally produced by Rival Entertainment and The Bowery Presents South, and was not in the FY15 budget. In less than three hours, 60K tickets were sold. The economic impact was \$5,876,944 with \$133,410 net to the Park. Net F&B revenue was \$321,408. The concert was a huge success.

Looking ahead to 2015, the Park will welcome back SweetWater 420 Festival in April for its second year of its five-year contract and the Park is holding dates for three potential concerts for the spring or summer. *Party In The Park* will not take place in 2015. It was originally used as marketing tool and was very successful in that capacity. It may come back in a different format in the future.

LEED CERTIFICATION

Tim Trefzer, GWCCA's Sustainability Coordinator, joined the Georgia World Congress Center (GWCC) in 2010 and led the Sustainability Committee on its path toward LEED Certification. The Congress Center has been environmentally conscious since its beginning in 1976 but officially registered for LEED Certification in 2005. Below is the path the Congress Center took in its LEED Certification efforts.

- **2005:** Registered for LEED
- **2007:** Started Recycling Paper
- **2008:** Started Baling Cardboard
- **2009:** Joined Zero Waste Zone
- **2010:** All 3 Venues Have Single-Stream Recycling
- **2011:** Environmental Strategic Planning Team
- **2012:** Atlanta Better Buildings Challenge
- **2013:** Greenest Final Four
- **2014:** Visionary Sustainability Leadership

All of the Congress Center's hard work has paid off. This month it was awarded LEED Silver Certification by the U.S. Green Building Council. LEED, which stands for Leadership in Energy and Environmental Design, is a rating system for the design, operation, and maintenance of green buildings. The GWCC is now the world's largest LEED certified convention center. With 3.9 million square feet, the GWCC is also the 14th largest LEED certified building in the world.

Tim Trefzer and the GWCCA Sustainability Committee (listed below) did an outstanding job securing this award. CONGRATULATIONS!

Chris Chadwick
Aund're Goode
Shawn King
Alicia McNease

Mercy Mbugua
Josh Robison
Adam Straight
Patrick White

GWCCA NOMINATING COMMITTEE

Glenn Hicks will Chair this year's GWCCA Nominating Committee. The Committee will report back to the Board at the December 2, 2014 Board meeting with the recommended 2015 slate of officers.

RESOLUTION – Amendment to NSP Agreement for Architectural Services

The Resolution on today's agenda pertains to the execution of an Amendment to the Agreement for Architectural Services for the NSP. The Additional Services Order will compensate the architect \$5,382,768. Of that total, \$3,782,768 will provide additional compensation to its sub-contractors. This will cover twenty-three service requests since the contract was awarded. StadCo is responsible for these costs but the Authority is required to authorize the amendment since we are a party to the contract. Approval of the resolution today will authorize the Executive Director to execute this Amendment. Staff recommends approval of the Resolution.

At this time, Chair Lowe asked for a motion to approve the Resolution as presented.

A motion to approve the Resolution authorizing the Executive Director to execute and deliver an Amendment to the Agreement for Architectural Services for the NSP was made by Charlie Yates, seconded by Glenn Hicks, and unanimously approved.

The next meeting is Tuesday, December 2, 2014. The November and December meetings are combined due to the holidays.

There being no further business, the meeting adjourned at 1:55 p.m.

RESPECTFULLY SUBMITTED:

APPROVED:

DALE AIKEN
ASSISTANT SECRETARY

BILL RUSSELL
SECRETARY