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 a 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.
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 (list 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                          BILL RUSSELL
ASSISTANT SECRETARY                  SECRETARY