

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**OCTOBER 30, 2012**  
**Authority Board Room**  
**12:00 p.m.**

The following were in attendance:

**GWCCA Authority Members**

Steve Adams  
Taz Anderson  
Anne Hennessy  
Glenn Hicks  
Lee Hunter  
Tim Lowe, Chair  
Greg O'Bradovich  
Bill Rice  
Bill Russell  
Gary Smith  
Doug Tollett  
Dee Yancey

**Absent**

David Allman  
John Downs  
Tricia Pridemore

**GWCCA Legislative Overview Com.**

Rep. Billy Mitchell  
Rep. Butch Parrish  
Rep. Jimmy Pruett  
Sen. Judson Hill  
Sen. Chip Rogers

**GWCC Staff**

Mark Adams  
Dale Aiken  
Stephanie Kindregan  
Kevin Duvall  
Jennifer LeMaster  
Frank Poe  
Patrick Skaggs  
Sherrie Spinks  
Mark Zimmerman

**Dome Staff**

Carl Adkins

**COP Staff**

Joe Skopitz

**Levy Restaurants**

Steve Potts

**Atlanta Convention & Visitors Bureau**

Mark Vaughan

**Attorney General's Office**

Shannon McGhee  
Denise Whiting-Pack

**Bank of New York**

None

**Atlanta Falcons**

Jim Smith, Sr. VP of Sales & Marketing

**GWCC Legal Counsel**

Pargen Robertson

**Office of Planning & Budget**

None

**Press**

Lori Geary, WSB-TV  
Jonathan Shapiro, NPR  
Leon Stafford, AJC  
Amy Wenk, Atl. Bus. Chronicle

**Guests**

Rodney Givens, Engineering Design Technologies  
Todd Hill, AECOM  
Megan Mateucci, Gleishman-Hilliard  
Carlos Perez, AECOM  
Eddie Turner, Mt. Vernon Baptist Church  
Lynett Turner, Mt. Vernon Baptist Church

Chair Lowe called the meeting to order at 12:30 p.m. and asked for a motion to approve the August 28, 2012 meeting minutes and the September 19/20, 2012 Planning Retreat minutes.

***A motion to approve the August 28, 2012 meeting minutes and the September 19/20, 2012 Planning Retreat minutes was made by Glenn Hicks, seconded by Doug Tollett, and unanimously approved.***

Chair Lowe, Vice-Chair Lee Hunter, Mr. Frank Poe, and Kevin Duvall attended the National Football Foundation Board meeting in Dallas, Texas October 10 to officially let the Board know all local financial obligations had been satisfied, ground lease contingencies had been satisfied, and Atlanta Hall Management (AHM) was ready to proceed with the project. The Board accepted the report and is willing to proceed with the project. John Stephenson, AHM's Executive Director, was presented the game ball by Archie Manning.

Chair Lowe then called upon Mark Adams, GWCC's new Director of Sales, to present the Sales and Marketing Report for September 2012, which is hereby appended and made a part of these minutes. Mr. Adams comes to the Authority from Athens, Georgia with twenty years of experience in the hospitality industry.

Two new events totaling thirteen days, which includes move-in and move-out days, confirmed during September 2012 for GWCC.

<u>Event</u>	<u>Date</u>
SECO International, LLC	March 2014
American Society of Mass Spectrometry	May 2019

No exhibit hall events cancelled at the GWCC in September 2012.

Five new events totaling five days confirmed during September 2012 for the Georgia Dome.

<u>Event</u>	<u>Date</u>
Bands of America Super Regional	October 2012
Georgia State University Graduation	May 2013
Stone Mountain Graduation	May 2013
Westlake High School	May 2013
Langston Hughes High School Graduation	May 2013

No events cancelled in the Dome in September 2012.

No new events confirmed or cancelled in Centennial Olympic Park during the month of September 2012.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during September was reviewed. New dollars generated by out-of-town visitors during September were \$60.3 million and estimated total economic impact was \$114.5 million. Estimated State sales tax generated was \$5 million.

Photographs of the following September 2012 events were reviewed:

**GWCC**

Chick-fil-A Kickoff FanZone  
Speakeasy Cocktail Festival  
Worship Facilities Conference

**Georgia Dome**

Chick-fil-A Kickoff  
Falcons vs. Denver Broncos  
GSU vs. Richmond  
Bank of America Atlanta Football Classic  
Falcons vs. Carolina Panthers

**Centennial Olympic Park**

Georgia Battle of the Burgers  
Paws in the Park

Chair Lowe thanked Mark for his Sales Report and then called on Sherrie Spinks for the review of the September 2012 financial reports, which are appended and made a part of these minutes.

**GEORGIA WORLD CONGRESS CENTER**

September operating revenue of \$1,175,157 was \$168,186 **under budget** due to F&B revenue. YTD operating revenue is \$405,740 or 5.93% over budget. Operating expenditures of \$2,709,147 were \$55,542 **over budget**. The expenditure increase was driven by the WiFi project. YTD operating expenditures are \$462,976 or 5.83% over budget. The Congress Center projected a net loss of (\$1,309,962) for September but had an actual net loss of (\$1,533,990) for the month, which is negative variance of \$224,028. YTD the Congress Center projected a net loss of (\$1,104,971) but had an actual net loss of (\$1,162,207), a negative variance of \$57,236.

GWCC Hotel/Motel Tax for September 2012 was \$701,833 compared to a budget of \$649,075, which was 8.13% ahead of projection and 13.32% over last year at this time.

The Congress Center's FY 2013 Rolling Forecast updated through September 2012 actual was presented. Total revenue is projected to increase \$762,171, total expenditures are projected to decrease by \$684,929, and net profit is projected to increase by \$1,447,100.

**GEORGIA DOME**

September total revenue of \$6,891,353 was \$1,190,876 **over budget** due to additional premium seat/suite sales, F&B revenue, and Falcons game day suite revenue. YTD revenue is \$2,675,668 or 7.63% over budget. Total expenditures of \$3,501,119 were \$259,969 **over budget**, due to budgeting the terra cover replacement in July which was partially received in August and partially received in September. YTD expenditures are \$12,563 or .07% under budget. The Dome projected a net profit of \$2,459,327 but had an actual net profit of \$3,390,234 for the month, a positive variance of \$930,907. YTD the Dome projected a net profit of \$16,603,617 but had an actual net profit of \$19,291,848, a positive variance of \$2,688,231.

Dome Hotel/Motel Tax for September 2012 was \$4,983,460 against a budget of \$4,651,623, which was 7.13% ahead of projection and 12.23% over last year at this time.

The Dome's FY 2013 Rolling Forecast updated through September 2012 actual was presented. Total revenue is projected to increase \$3,124,803, total expenditures are projected to increase by \$1,650,283, and net profit is projected to increase by \$1,474,520.

#### **CENTENNIAL OLYMPIC PARK**

September total revenue of \$157,693 was \$13,918 **under budget**. YTD the Park is \$149,625 or 14.76% over budget. Total expenditures of \$196,390 were \$4,469 **over budget**. YTD Park expenditures are \$53,829 or 6.60% under budget. The Park projected a **net loss** of (\$29,248) for the month, a negative variance of \$9,449. YTD the Park projected a net gain of \$197,907 but had an actual **net gain** of \$293,697, a positive variance of \$95,796.

The Park's FY 2013 Rolling Forecast updated through September 2012 actual was presented. Total revenue is projected to increase \$187,718, total expenditures are projected to decrease by \$15,274, and net gain against budget is projected to increase by \$202,992.

Chair Lowe thanked Ms. Spinks for her reports.

#### **FALCONS 2013 PREMIUM SEATING AND ADVERTISING PRICING**

In order to give the Falcons the opportunity to enter the market place early, Jim Smith presented the 2013 Club Seats/Suite and Advertising pricing. *2013 Premium Seat Revenue Summary* and *2013 Georgia Dome Advertising Revenue Summary* presentations are attached hereto and made a part of these minutes.

***A motion to approve the Falcons 2013 Advertising and Premium Seating rates was made by Glenn Hicks, seconded by Dee Yancey and unanimously approved.***

The Authority would like to establish two designated reserves to fund the following two special projects. The intent is to establish these reserve accounts out of fund balance.

#### **GEORGIA WORLD CONGRESS RESERVE REQUEST**

The Congress Center would like to enhance the capabilities of Building C by creating more meeting space on the south end of the building through an Operable Wall Project. Preliminary drawings are already prepared. The estimated cost is \$1.3 million. Anticipated completion is June 2013.

#### **CENTENNIAL OLYMPIC PARK RESERVE REQUEST**

The Park would like to begin an above ground Fountain of Rings rehabilitation project to replace all jets, valves, lights, solenoids, and filters. The estimated cost is \$135,000. Anticipated completion is January 2013.

***A motion to approve a resolution authorizing establishment of reserve funds for the refurbishment of exhibit space in Exhibit Hall C1 of Building C into flexible exhibit and up to four meeting room spaces AND refurbishment of the Fountain of Rings in Centennial Olympic Park (including replacement of all jets, valves, lights, gaskets, solenoids, and filters) was made by Gary Smith, seconded by Greg O'Bradovich, and unanimously approved.***

At this time, Chair Lowe called for a motion to adjourn to Executive Session to discuss property and personnel issues.

***A motion to move to Executive Session to discuss property and personnel issues was made by Lee Hunter, seconded by Gary Smith, and unanimously approved.***

The regular GWCCA Board of Governors meeting reconvened at 1:00 p.m. Chair Lowe then asked for a motion to approve a resolution authorizing establishment of a reserve fund for real estate acquisition as presented during today's Executive Session.

***A motion to approve a resolution authorizing establishment of a reserve fund for real estate acquisition, was made by Taz Anderson, seconded by Lee Hunter, and unanimously approved.***

Chair Lowe then asked for a motion to extend the Executive Director's Agreement for an additional five (5) years and allow the Board Chair to negotiate the Executive Director's annual goals as presented during today's Executive Session.

***A motion to extend the Executive Director's Agreement for an additional five (5) years and allow the Board Chair to negotiate the Executive Director's annual goals, which would be brought to the full Board for approval, was made by Doug Tollett, seconded by Taz Anderson, and unanimously approved.***

The next Board meeting will be Tuesday, November 27.

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

RESPECTFULLY SUBMITTED:

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DALE AIKEN  
ASSISTANT SECRETARY

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ANNE HENNESSY  
SECRETARY