

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**SPECIAL BOARD OF GOVERNORS MEETING**  
**AUTHORITY BOARD ROOM**  
**DECEMBER 3, 2013**  
**1:00 p.m.**

The following were in attendance:

**GWCCA Authority Members**

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

**Absent**

Bill Russell  
Charlie Yates

**GWCCA Legislative Overview Com.**

None

**GWCC Staff**

Dale Aiken  
Kevin Duvall  
Jennifer LeMaster  
Lindsay Perdue  
Sherrie Spinks

**Dome Staff**

Carl Adkins

**COP Staff**

Joe Skopitz

**Levy Restaurants**

None

**Atlanta Convention & Visitors Bureau**

Gregory Pierce  
William Pate

**Attorney General's Office**

Denise Whiting-Pack

**Bank of New York**

Eric Knoll

**Atlanta Falcons**

None

**GWCC Legal Counsel**

Pargen Robertson

**Office of Planning & Budget**

None

**Press**

Tim Tucker, AJC  
Amy Wenk, Atlanta Business Chronicle

**Guests**

Lawrence Bell, Troutman Sanders Strategies  
Sam Brown, CCLD  
Samantha Hill, Troutman Sanders Strategies  
Franklin Jones, Greenberg Traurig  
Ken Neighbors, Greenberg Traurig  
Scott Nerone, CCLD  
Matt Nichols, Sutherland

Chair Lowe called the meeting to order at 1:04 p.m. and asked for a motion to approve the October 29, 2013 and November 12, 2013 meeting minutes.

*A motion to approve the October 29, 2013 and November 12, 2013 meeting minutes was made by David Allman, seconded by Steve Adams, and unanimously approved.*

## **ACVB FY 2014 BUSINESS & FINANCIAL PLAN**

Chair Lowe recognized William Pate, President of the Atlanta Convention & Visitors Bureau (ACVB). Mr. Pate and Gregory Pierce will present the ACVB 2014 Business and Financial Plan, a copy of which is appended and made part of these minutes.

Mr. Pate presented a synopsis of the ACVB's 2014 Business Plan to the Board for action. The complete, detailed plan was sent to Board members prior to today's meeting for review. Mr. Pate noted a number of 2013 highlights.

Goals for 2014 were presented and include: 1) Increase room night bookings and maximize 1% Convention Marketing Fund, 2) Achieve 100% attendance goal for major city-wide conventions; 3) Increase visibility of Atlanta as one of the top U.S. meeting and travel destinations; 4) Maintain atlanta.net as the premier hospitality online marketing platform; and 5) Position ACVB as an industry expert nationally and as the singular voice of hospitality in Atlanta. Mr. Pate noted that 2014 will be a mega year; 2015 will be an outside year; and 2016, 2017, and 2018 will be good years.

Gregory Pierce, ACVB Chief Financial Officer, then presented the 2014 Financial Plan. 2014 Financial Plan highlights include 1) Total revenue will be flat; 2) Payroll and related expenses, for ACVB, up 2 percent; 3) Operating expenses, direct promotional expenses, and expenses for capital assets are relatively flat. Projected 2014 total revenue is \$28,539,278; projected 2014 total expense is \$28,348,089 which leaves an excess of \$191,189; projected 2014 total public sector revenue is \$18,732,000; and projected total 2014 private sector revenue is \$9,807,278.

Chair Lowe thanked the ACVB for their report and asked for a motion to approve the 2014 ACVB Business and Financial Plans as presented.

*A motion to approve the Atlanta Convention & Visitors Bureau's Business and Financial Plans for 2014 as presented was made by Glenn Hicks, seconded by Lee Hunter, and unanimously approved.*

## **OCTOBER FINANCIAL REPORTS**

Chair Lowe called on Sherrie Spinks for the review of the October 2013 financial reports, which are appended and made a part of these minutes.

### **GEORGIA WORLD CONGRESS CENTER**

The Congress Center projected a net profit of \$2,085,751 for the month but had an actual net profit of \$1,798,504, a negative variance of \$287,247. The shortfall was due primarily to an upgrade to our elevators that was budgeted in August and December. YTD the Congress Center projected a profit of \$2,340,399 but has an actual profit of \$1,788,413.

### **GEORGIA DOME**

The Dome projected a net profit of \$1,976,694 for the month but had an actual net profit of \$1,870,413, a negative variance of \$106,281. YTD the Dome projected a profit of \$21,092,755 but has an actual profit of \$23,606,970.

### **CENTENNIAL OLYMPIC PARK**

The Park projected a net loss against budget of (\$5,523) for the month but had an actual loss against budget of (\$135,393), a negative variance of \$75,845. Revenue was approximately \$30K under budget and expenses were approximately \$99K over budget. YTD the Park projected a profit of \$312,384 but had an actual profit of \$462,795. The increase in revenue was mainly due to F&B revenue exceeding budget.

Hotel/Motel Tax of \$8.03M was 2.76% ahead of projection for the month and is 6.25% ahead of last year at this time.

October events listed below resulted in an estimated 223,262 attendees and an estimated economic impact of \$139.3M for the month.

AARP 2013 – GWCC  
AHiMA – GWCC  
Atlanta Food Expo - GWCC

Chair Lowe thanked Ms. Spinks for her reports.

### **RESOLUTION – Uncollectable Accounts**

According to the Authority’s Administrative Policies and Procedures, the Board of Governors shall evaluate the collectability of debts greater than \$25,000. During the September Retreat, the Board was advised of the following three accounts which have debts greater than \$25,000.

American Water Works Maverick Group (Levy) \$120,490

A Food & Beverage account from 2008 which Levy was collecting on until 2011. At that time, the account was turned over to the Authority for further collection. A judgment was awarded in our favor; however, there are no funds to collect on this judgment (bankruptcy).

Stadium Super Trucks/Team Gordon \$55,000

A new event scheduled for July 2013. The Authority cancelled the event due to lack of ticket sales and failure to pay event specific expenses per license agreement.

International Soccer Challenge/IEGO \$207,877

A soccer event held in July 2010. At the initial settlement, there was a dispute concerning “consignment” tickets. The promoter returned additional consignment tickets the next week. Due to an oversight on the follow-up settlement, the promoter was erroneously returned funds not due to them. Follow-up with the promoter, who agreed the funds were due the Authority, the promoter indicated they did not have the funds to repay the debt. A judgment was awarded to the Authority but there are no funds to collect.

After considerable lawful collection efforts, staff determined these debts were uncollectable. As such, they should be so reflected in the Authority’s financial statements. The Resolution presented today asks for Board approval authorizing the Chief Financial Officer to designate these debts as uncollectible on the Authority’s financial statements.

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

***A motion to approve the resolution authorizing the Chief Financial Officer to deem the American Water Works Maverick Group, the Stadium Super Trucks/Team Gordon, and the International Soccer Challenge/IEGO debts as uncollectable on the Authority's financial statements was made by Lee Hunter, seconded by David Allman, and unanimously approved.***

#### **RESOLUTIONS – NSP Property Acquisitions**

Two property acquisition action items were presented to the Board at today's meeting. The first property acquisition action item was a resolution relating to the acquisition of two parcels of land, which fall within the footprint of the NSP. Staff has successfully negotiated the purchase price for each parcel. This resolution is for Board action requesting the Department of Economic Development (DEcD) request the State Properties Commission (SPC) acquire BB&T/Murray and Robert Lane properties. If the GWCCA Board approves the resolution, the DEcD Board would consider this resolution at their December 9, 2013 Board meeting.

At this time, Chair Lowe asked for a motion to approve the BB&T/Murray and Robert Lane properties acquisition resolution as presented.

***A motion to approve the resolution to request the Department of Economic Development request the State Properties Commission to acquire the BB&T/Murray and Robert Lane properties for the purposes of Project GWCC 34 (New Stadium Project) was made by Doug Tollett seconded by Anne Hennessy, and unanimously approved.***

The second property acquisition action item was a resolution relating to the acquisition of two abandoned roadways by the City of Atlanta. City Council approved the abandonment on December 2, 2013. This resolution is for Board action requesting the Department of Economic Development (DEcD) request the State Properties Commission (SPC) acquire Martin Luther King Jr Drive from Northside Drive to Mangum Street and Haynes Street adjacent to Mt. Vernon from MLK Jr Drive to Georgia Dome Drive. If the GWCCA Board approves the resolution, then the DEcD Board would consider this resolution at their December 9, 2013 Board meeting.

At this time, Chair Lowe asked for a motion to approve the MLK, Jr Drive and Haynes Street acquisition resolution as presented.

***A motion to approve the resolution to request the Department of Economic Development request the State Properties Commission to acquire required parcels of MLK, Jr Drive and Haynes Street for the purposes of Project GWCC 34 (New Stadium Project) was made by Anne Hennessy seconded by Doug Tollett, and unanimously approved.***

#### **NSP INITIAL CLOSING DOCUMENTS UPDATE**

Franklin Jones with Greenberg Traurig gave a quick update on the NSP transaction agreement and project document negotiations. The following four open issues remain to be finalized.

- Stadium License Agreement
- Invest Atlanta Rights and Funding Agreement
- Non-Relocation Agreement
- Club Guaranty

## **NOMINATING COMMITTEE REPORT**

Chair Lowe called on Glenn Hicks, Chair of the GWCCA Nominating Committee, to report on the recommended slate of officers for the coming year. Members of the Nominating Committee are Chair Glenn Hicks, Steve Adams, Greg O’Bradovich, and Bill Rice. The Committee met Monday, November 25, and determined that in an effort to expose as many Board members to the Executive Committee and the executive process as possible, the Secretary and Treasurer positions would be rotated but due to the ongoing NSP negotiations, the Committee thought it best for Tim Lowe to remain as Chair and Lee Hunter to remain as Vice-Chair until the project is complete.

Therefore, the proposed 2014 slate of officers is as follows.

Tim Lowe - Chair  
Lee Hunter - Vice-Chair  
Bill Russell - Secretary  
David Allman - Treasurer

Chair Lowe thanked Mr. Hicks and the Nominating Committee and called for a motion to accept the recommended 2014 slate of officers.

*A motion to accept the GWCCA Nominating Committee’s recommended 2014 slate of officers (Tim Lowe – Chair, Lee Hunter – Vice-Chair, Bill Russell – Secretary, David Allman – Treasurer) was made by Doug Tollett, seconded by Steve Adams, and unanimously approved.*

## **GWCCA BOARD OF GOVERNORS 2014 MEETING SCHEDULE**

The 2014 Georgia World Congress Center Authority Meeting Schedule was presented for approval. Chair Lowe asked for a motion to approve the proposed 2014 meeting schedule.

*A motion to approve the proposed 2014 GWCCA Board of Governors meeting schedule was made by Brian Daniel, seconded by Anne Hennessy, and unanimously approved.*

## **FUTURE BOARD TECHNOLOGY DEMONSTRATION**

In an effort to be more “green,” there will be a change to the Board meeting presentation and books beginning at the January Board meeting. The meeting notebooks will be replaced with iPads containing the current month’s presentation and relevant meeting information. Sam Brown with CCLD gave the Board a demonstration of the iPad board plan. An iPad will be placed at each Board member’s seat and CCLD will be present at the January meeting to provide technical support.

The next meeting is scheduled for Tuesday, January 28, 2014.

*With no further business to discuss, a motion to adjourn was made by Glenn Hicks, seconded by Bill Rice, and unanimously approved.*

RESPECTFULLY SUBMITTED:

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DALE AIKEN  
ASSISTANT SECRETARY

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ANNE HENNESSY  
SECRETARY