



Georgia World  
Congress Center  
Authority

# BOARD OF GOVERNORS MEETING

May 19, 2020

## Approval of Minutes

April 28, 2020

FINANCIAL

# Financial Update

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**Janet Arsenault**

**Sr. Director of Finance, GWCCA**

# Financial Snapshot – April 2020

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	Budget	Actual	Variance
Revenue	\$6,889,443	\$704,854	↓ \$6.2M 89.8%
Expense	\$5,643,271	\$3,187,849	↓ \$2.5M 43.5%

# Financial Snapshot – April 2020

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<b>PROFIT/LOSS</b>	<b>MONTH</b>	<b>YEAR TO DATE</b>
<b>Actual</b>	<b>(\$2,482,995)</b>	<b>(\$1,108,837)</b>
<b>Forecast (3/31)</b>	<b>(\$2,565,255)</b>	<b>(\$1,191,097)</b>

Questions?

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# Business Return Plan

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**Mark Koening, Director**

**Business Intelligence & Process Improvement, GWCCA**

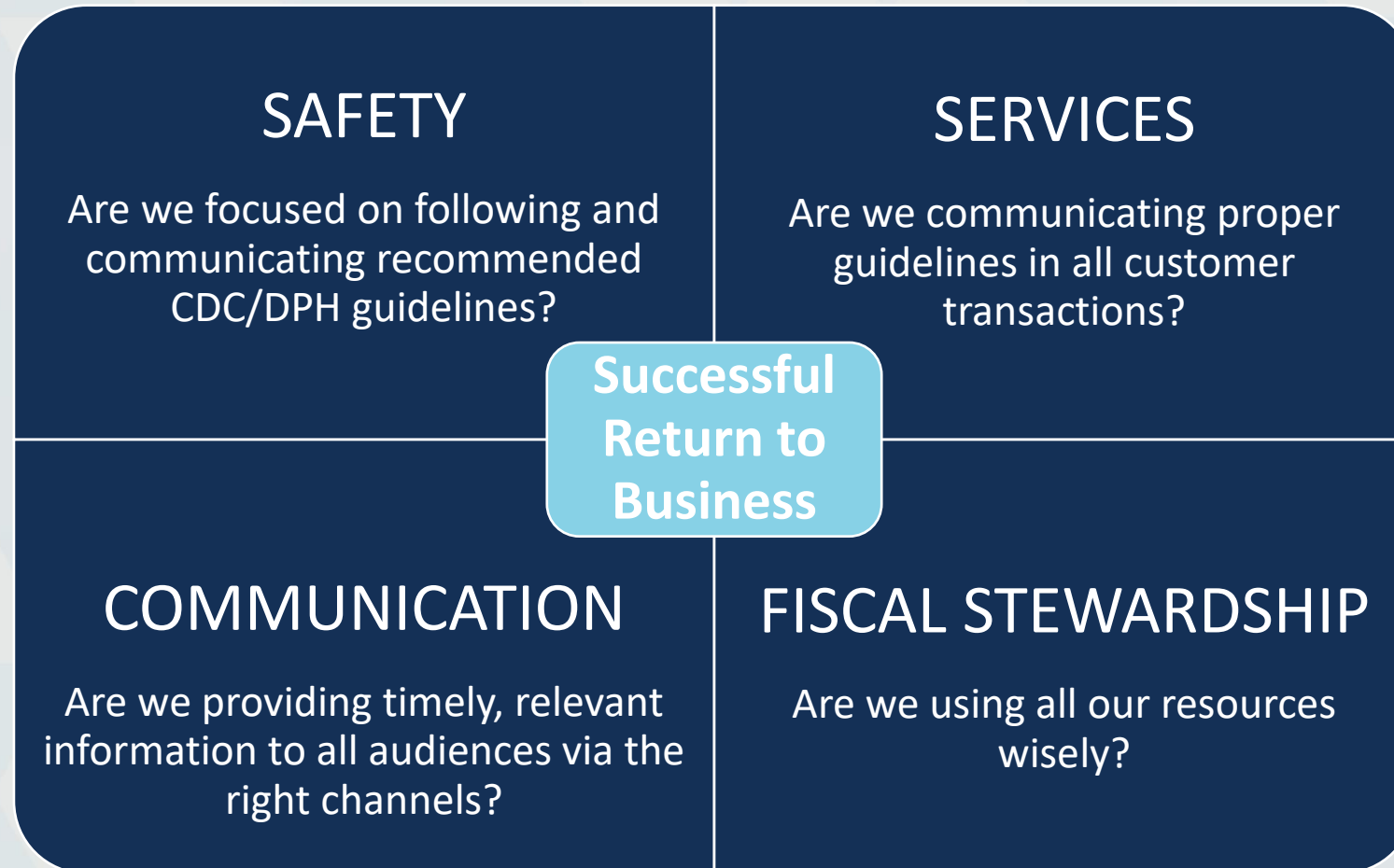
# BRP Background

- Months ago, well before the onset of COVID-19, GWCCA developed a Business Continuity Plan (BCP) which laid out how to effectively operate should a disruption cause some or all key departments and positions to exit the campus for a time. In mid-March, this plan was put into action due to the ramifications of the pandemic.
- Currently, GWCCA is creating a Business Return Plan (BRP) featuring 11 support functions with focus on preparing the Authority's campus for a return to business and hosting events.
- Soon after this plan is intact, the true nature of a FY21 budget can be produced for approval during the June board meeting. It will take into consideration the cost/revenue impacts of the new processes.



# Key Influencers Guiding Our Plan

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# Business Support Functions (BSF)

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<b>BSF Department</b>	<b>BSF Coordinator</b>	<b>Focus Area</b>
<b>Parking Services</b>	Victor Alfieri	Identify service approaches in response to COVID-19 impacts and mitigation controls within various touch points within span of control
<b>Technology Services</b>	Thomas Lloyd	All communication systems operable; long-term telework enabled; virtual meeting expansion; technology enhancements, digital optimization for messaging, etc.
<b>Building Infrastructure</b>	Billy Miller	Optimizing operations under various scenarios; identify supply requirements; physical plant, vertical transportation, and life safety systems impacts identified
<b>Emergency Management</b>	Marc Vincent	Situational reports and information impacting requirements from federal, state, or local influencers
<b>Human Resources</b>	Ron Miranda	Identify team member needs for full return to work; training needs; employee well-being policies

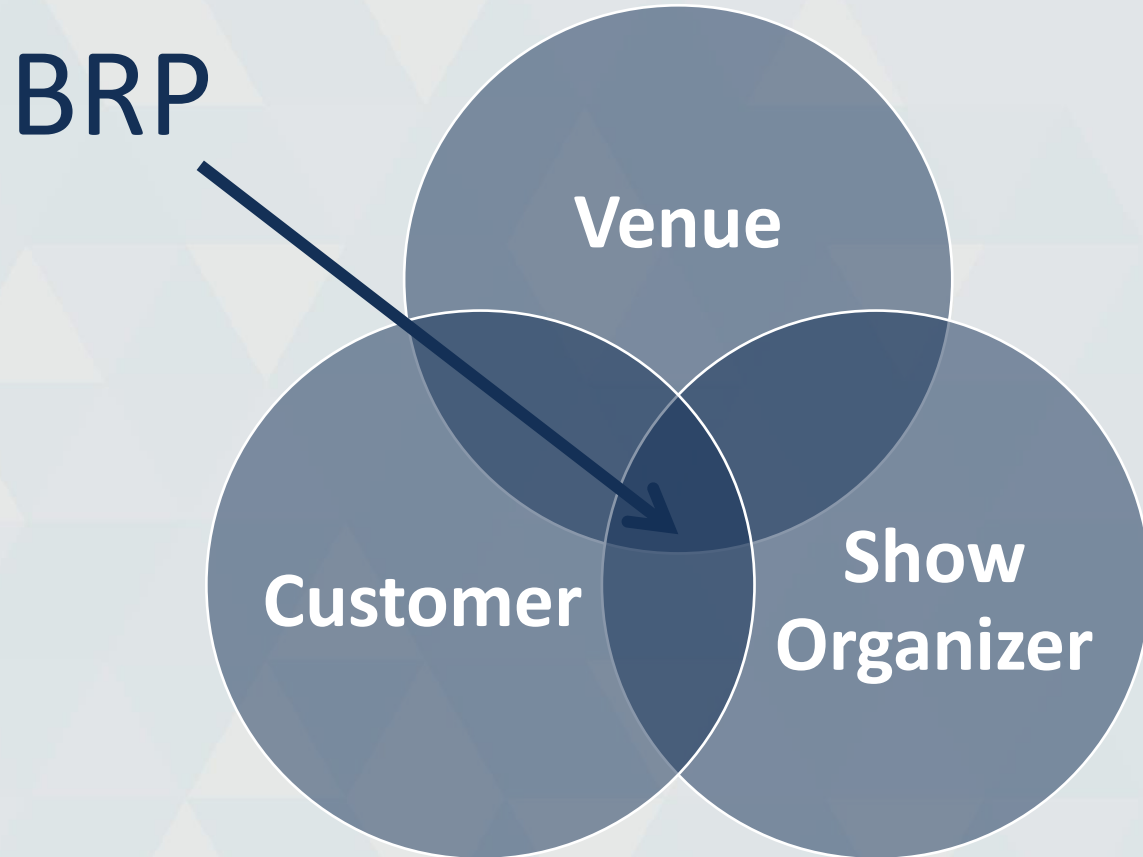
# Business Support Functions (BSF)

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<b>BSF Department</b>	<b>BSF Coordinator</b>	<b>Focus Area</b>
<b>Supply Chain</b>	Erle Coleman	Identify supplies, materials, and equipment ready for restart; third party vendor process
<b>Sanitation</b>	Dominic Bruno	Infection control; equipment needs; space procedural cleaning; supplies and equipment
<b>Food Services</b>	Jeff Kern	Identify health department code and food handling changes, payment options, restaurant operations, kitchen operations, dining areas, cafeteria
<b>Public Safety Services</b>	Paul Guerrucci	Triage location, including event medical, access control updates, and campus safety and security
<b>Client, Event &amp; Exhibitor Services</b>	Melinda Buchanan	Service delivery impacts and touch-point considerations, including surveys, service orders, and future customer processes
<b>External Affairs</b>	Holly Richmond	Customer concern identification and messaging; public and team member messaging; project-related messaging; government relations

# What We Can Control

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Priority Topics/Focus Areas:

- Entry/Exit
- Crowd Density
- Messaging (Signage)
- Cleaning/Disinfecting
- Wellness
- PPE
- Touchless Experience

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# BRP Overview

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Support Function Highlights

- Building/Campus Controlled Access
  - Ingress and Egress
  - Employee Entrance – Screening with health questions and temperature check
  - Gate leading to docks
- Internal Crowd Management
- Social Distancing Compliance Management
  - Working closely with client to management expectation and responsibilities
- Medical Expectations
  - COVID-19 Exposure Response
    - ✓ GWCCA employees (Maintain First Aid station during business hours)
    - ✓ 3<sup>rd</sup> party contraction (Coordinated medical response protocol)
    - ✓ Events (Coordinated medical response plan)



# Public Safety Command Center

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# Global Biorisk Advisory Council GBAC STAR Accreditation Program

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- The GBAC STAR™ accreditation program on cleaning, disinfection, and infectious disease prevention for facilities establishes requirements to assist facilities in their cleaning, disinfection, and infectious disease prevention work practices to control risks associated with infectious agents such as SARS-CoV-2, Influenza, MRSA, and TB.
- Performance-based program that institutes requirements and places responsibility on facilities to demonstrate that appropriate cleaning, disinfection, and infectious disease prevention work practices, protocols, procedures, and systems have been established and implemented.
- Designed such that any size facility or organization can use it (scalable).





- Pursue GBAC STAR™ accreditation
  - Goal: submit by June 5, have in place by IWF (August)
- Execute cleaning regimen with increased frequency
  - Requires significantly increased cleaning staff capacity
- Train all staff on updated procedures and new protocols
- Establish access controls/limits for client, contractor, and staff; implement traffic flow patterns to support proper crowd density
- Proactively educate clients on new protocols

# Sanitation – Purchases in Bulk

- Zep DZ-7 + microfiber towels
  - Current standard for touchpoint cleaning / disinfecting
  - Sold as concentrate –requires dilution
- Gen-Eon Disinfectant + Electrostatic Sprayer
  - Large-scale whole-room disinfection
- Disinfecting wipes
  - New standard for event touchpoint cleaning / disinfecting

# Food and Beverage

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**Plexiglas shields/sneeze guards, hand sanitizer, and disinfecting wipes at appropriate points of service workstations**

**PPE (face mask and gloves) in use for F&B team members; protocols in place for hand washing and glove changes**

**Social distancing markers for food queue lines**

**Sourcing disposable cups/plates/utensils upon initial return (single use, individually wrapped)**

**Menu changes will feature pre-packaged items prepared in advance for quick service with more limited menu options. Focus on keeping lines moving and manageable.**

**Increased Front of House (FOH) staffing to serve out food on hot entrees (where applicable)**

**Exploring internet (online) ordering for exhibitors and larger groups (Cheersport/Volleyball team feeding)**

**Touchless payment options at all terminals, discontinue cash sales to limit contact**

### TEAM MEMBER (TM) NEEDS

- Replicate customer environment best practices in TM areas (BOH), focus on:
  - Hygiene guidelines
  - Traffic flow/access points
  - Social distancing
  - Messaging on monitors, GEORGE, posters, etc.

### TRAINING (Welcome Back/Orientation)

- **Return to Work Expectations**
  - New Federal Employee Benefits
  - New Safety Procedures
  - COVID-19 Complaints and Retaliation
  - Performance Management (Telework Standard)
- **Workplace Safety**
  - Screening Protocols
  - Employee Health Screenings
  - Personal Protective Equipment
  - Cleaning Procedures
  - General Hygiene
  - Facial Coverings
  - Social Distancing
  - Guidelines or Policies

### WELLBEING (Policies/Guidelines)

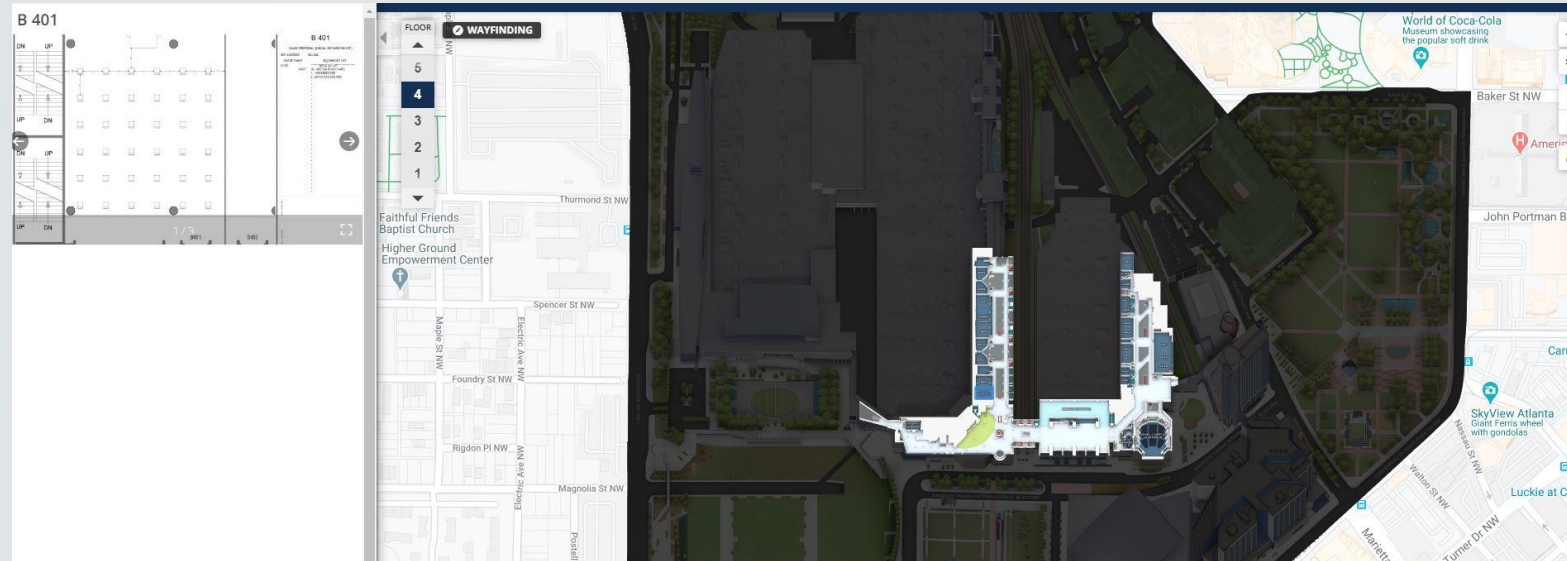
- Implement employee health screening procedures
- Developing an exposure-response plan that addresses:
  - Isolation, containment, and contact tracing procedures
  - Stay-at-home requirements
- Requesting TMs to wear personal protective equipment such as:
  - Masks, gloves
  - Hand sanitizer
- Detailing cleaning procedures and procuring ongoing supplies

- Utilize existing network capacity and bandwidth to support **Virtual Meetings**
- Currently using **Beam Telepresence** for virtual site visits
- Use secure **Virtual Private Network (VPN)** to access GWCC resources remotely
- Continue use of collaboration tools such as **Microsoft Teams** for video conferencing, file sharing, etc.
- Collaborate with External Affairs support function for rapid deployment of information and content using our **Content Delivery Network (CDN)**
- Continue adding content to our **data visualization software (Concept3D)** to enhance virtual site visits

# Technology Enhancements: Concept3D

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- Benefits of expanded use of Concept3D for virtual site tours
  - Upload social distancing room set diagrams to each room layout
  - Allows Sales and Event Services to show clients the rooms virtually
  - Continue to add content to [maps.gwcca.org](https://maps.gwcca.org)



# Client, Event & Exhibitor Services

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- Provide options for virtual site visits as well as pre-event meetings
- Assess clients needs related to flow of events, entry/exit, routes for attendees, and use of signage and room sets
- Move toward touchless guest experience; opening doors, directing guests, and operating coat/bag check safely with cashless transactions
- Manage the services desk as a touchless experience; promoting Peach Assist to reduce the need for exhibitors to go in-person to the service desk

# Building Infrastructure

- Air handling and circulation studied thoroughly; tested during Alternate Care Facility build
  - Ability to optimize airflow to provide the safest environment. Air exchange rates as high as 4.5 turns/hour for exhibit halls and 5.4 turns/hour for ballrooms.
- Life safety systems tested and ready (alarms, PA system, sprinkler systems)
- Physical plant inspection
- Vertical transportation inspection



# Parking Services

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- Employees will be required to wear the proper PPE and are required to maintain social distancing of six feet apart
- Cleaning and disinfecting all equipment, workstations, office equipment, elevators, etc. based on the CDC cleaning guidelines
- Install PPE disposal receptacles for internal/external guests to properly dispose of used PPE
- Offer frictionless options including credit card only, Apple/Google Pay, and prepay reservations
- Heavy promotion of online reservations/pre-paid parking at [gwccparking.com](http://gwccparking.com) and [parking.com](http://parking.com)



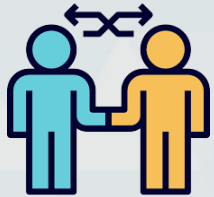
# External Affairs: Informing Customers & Public

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emma

Customized emails highlighting efforts across campus to ensure gold standard of safety and cleanliness; communicate new protocols



Collaboration with ACVB and CPD partners to align messaging, keep apprised of activities, advocate on our behalf



Team member training on processes, procedures; message training to impart peace of mind with all campus visitors



Leverage relationships with local media and trade publications to tell our story; giving examples and proof points to our commitment to provide a safe, healthy show environment



Internal monitors, outdoor digital signage reinforce safety reminders and GBAC STAR accreditation



Realtime resource for all BRP-related information, delivered in easy to digest format; ensure event calendar and related information is accurate and updated regularly



Engaging content that keeps GWCCA campus top of mind, instills confidence with all stakeholders; reinforces all “need-to-know” information before arriving to campus

# External Affairs

## Preparing Team Members

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GEORGE (intranet) serves as realtime resource for COVID-19 info and workplace readiness; portal for Bridge Point info, celebrating TM milestones



Use internal monitors to remind TMs of hygiene, sanitation, building access protocols



Leverage Authority-wide communication for breaking information, updates



Create posters, signage, pocket guides, etc. to equip team members, vendors, contractors, and tenants with need-to-know information on building access, hygiene, social distancing, and sanitation expectations



Create messages from leadership designed to thank TMs for dedication, inspire continued customer service excellence as we welcome guests

Questions?

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# Next Scheduled Board Meeting

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June 23, 2020