Action Item

Approval of Minutes
June 29, 2021
Financial Update

Janet Arsenault
Sr. Director of Finance, GWCCA
# Financial Snapshot: June 2021

<table>
<thead>
<tr>
<th>Month</th>
<th>Budget</th>
<th>Actual</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$3,902,890</td>
<td>$2,408,811</td>
<td>$1.5M, 38.3%</td>
</tr>
<tr>
<td>Expense</td>
<td>$3,923,364</td>
<td>$2,973,996</td>
<td>$949K, 24.2%</td>
</tr>
<tr>
<td>Net (Loss)</td>
<td>($20,474)</td>
<td>($565,186)</td>
<td>$545K</td>
</tr>
</tbody>
</table>
## Financial Snapshot

<table>
<thead>
<tr>
<th></th>
<th>YTD</th>
<th>Budget</th>
<th>Actual</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$37,255,508</td>
<td>$22,307,606</td>
<td>($14.9M)</td>
<td>40.1%</td>
</tr>
<tr>
<td>Expense</td>
<td>$47,031,821</td>
<td>$29,581,365</td>
<td>($17.5M)</td>
<td>37.1%</td>
</tr>
<tr>
<td>Net Loss</td>
<td>($9,776,313)</td>
<td>($7,273,759)</td>
<td>($2.5M)</td>
<td>26%</td>
</tr>
</tbody>
</table>
Questions?
Sales Team and Customer Advisory Board Update

Joe Bocherer
Chief Commercial Officer, GWCCA
Kyle Stevens

➢ Director of Sales & Marketing, Signia by Hilton Atlanta

➢ More than 30 years experience in hotel industry; 25+ years with Hyatt Hotels Corporation, serving as director of sales and marketing for several high-profile properties in Atlanta, Calgary, Phoenix, and San Antonio
GWCCA
Unconventional Customer Advisory Board
July 15-16, 2021
Keeping Georgia World Congress Center Authority Above the Competition
# CAB Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Thursday, July 15, 2021</th>
<th>Time</th>
<th>Friday, July 16, 2021</th>
</tr>
</thead>
</table>
| 11:30 am – 12 pm | Early Arrivals (by 10:00am)  
"Reconnect" – Dr. Kate Edwards                  | 8:30 – 9:15 am | Coffee Talk & Stroll – Building C  
Meet in Thomas B. Murphy Ballroom  
Farewell to Windows               |
| 12 – 2:15 pm  | Lunch – Roundtable (facilitated by MG & KE)  
*By a show of hands – tell me if you want to talk about COVID or you do NOT want to talk about COVID? (answering based on company, not individual)*  
What do you believe health & wellness is and how does it connect to the business decisions you make on behalf of your organizations?  
Mind Mapper - themes will evolve | 9:15 – 10 am | Breakfast & Open Hot Topic discussion facilitated by:  
Mike Greto & Dr. Kate Edwards    |
|               |                                                              | 10:30 – 10:45 am |                                                            |
|               |                                                              | 10:45 – 11:30 am |                                                            |
| 2:15 – 2:30 pm | Thoughtful Break                                              | 11:30 am – 12:30 pm | CCLD Innovation Update  
Thomas Lloyd – President          |
| 2:30 – 4 pm   | *(3) Pod Sessions in 30 min rotations: Deep Dive w/ direction for GWCC*  
1) *Atlanta’s Competitive Edge* – what has changed post pandemic? RFP’s? what’s different and how can CAB guide GWCC to a strong competitive edge post pandemic.  
2) *Thought Leadership/One Voice* – How does GWCC become the thought leader around improving the perception of our city as a destination. Need direction and guidance with optional plans for consideration  
3) *Industry Reset* – Our industry has a reset moment. Build a framework of what works, what doesn’t and how do we move forward (venue/city). Or the argument, why do we remain the same. | 12:30 – 1:45 pm | UBS Market Update & Lunch  
*Speaker: Michael Hennessy UBS Financial* |
| 4 – 5 pm      | CAB report outs from Pod Sessions  
Mind Mapper      | 1:45 pm | Departures to Airport for Flyers |
| 5 – 6 pm      | On Own                                                        |               |                                                           |
| 6 pm          | Cocktails, gather and depart to Top Draft Bar                |               |                                                           |
| 7 pm – till   | Evening Experience (off-site) Puttshack Atlanta               |               |                                                           |
Lunch Questions, Engagement, and Facilitation
1. Tell us your **overall feeling** during transition back towards “normal” work and life?

2. How are you handling the **speed of transition back to normalcy** and how are you handling it from a personal/business perspective?

3. Do you feel yourself wanting to take **more calculated risks** after this pandemic? How will that affect your decisions/influence at work?

4. How are you **taking care of yourself emotionally, physically**?

5. How can GWCC Authority assist in **“taking great care” of you and your groups** with this ease back into normalcy?

6. How are you handling the pressure of responding to COVID going back live?
   - How far are you going to accommodate your attendees or exhibitors?
   - Individual focus support or are you having a company mandate to support?
   - How do we deal with the one offs? Staffing issues?
   - Vaccinations at venues and incentives for staff to be vaccinated?
Thursday’s Pod Sessions

ATLANTA AS A DESTINATION
- Jamie Kerr – AT&T
- Ron Rosenbaum – American Institute of Architects
- John Catalano – SME/Fabtech
- Jen Hoff – Taffy Events
- Charlotte Zilke – HeliExpo

THOUGHT LEADERSHIP
- Holly Felker – The Coca-Cola Company
- Daniel McKinnon – MODEX
- Nath Morris – U.S. Poultry & Egg
- Jamie Murdock – Maritz Global Events
- Kirsten Olean – Cystic Fibrosis Foundation

INDUSTRY RESET
- Beth Malafa – Under Armour
- Jeff Fowlkes – CheerSport
- Stephen Miner – Solar Energy
- Stuart Ruff-Lyon – RIMS
Puttshack Atlanta
Questions?
Personnel Committee Report

Bill Russell
Chair, Personnel Committee
GWCCA Board of Governors
Executive Session: Personnel
GWCCA Board Planning Retreat

Jennifer LeMaster
Chief Administrative Officer, GWCCA
The Alida Hotel Savannah

➢ Wednesday, Sept. 15 – Arrival and Welcome 5 p.m.

➢ Thursday, Sept. 16 – Meeting 8:30 a.m. – 4 p.m.
  Reception & Dinner: The Olde Pink House

➢ Friday, Sept. 17 – Meeting 8:30 a.m. – 11:30 p.m.
  Departures: by Noon

Due to COVID protocols/planning, please confirm attendance by Aug. 10, 2021
Questions?
Next Scheduled Board Meeting

August 31, 2021