

**PLANNING RETREAT MINUTES  
GEORGIA WORLD CONGRESS CENTER AUTHORITY  
BOARD OF GOVERNORS PLANNING RETREAT  
ADAIRSVILLE, GEORGIA  
BARNESLEY GARDENS RESORT  
September 14 & 15, 2022  
8:30 a.m.**

The following ten out of fifteen Board members were present:

Steve Adams	Bill Jones
Don Balfour	Rachel Little
Natasha Bell	Aaron McWhorter
Maxine Burton	Doug Tollett
Glenn Hicks, Chair	Dexter Warrior

**DAY 1 – AUTHORITY BUSINESS**

Tuesday, September 14, 2022

Chair Glenn Hicks called the meeting to order at 8:31 a.m.

*A motion to approve the August 30, 2022 meeting minutes was made by Doug Tollett, seconded by Don Balfour, and unanimously approved.*

**ASSET MANAGEMENT UPDATE**

Joe Bocherer, GWCCA Chief Commercial Officer presented an update on the Authority's Asset Management initiatives:

- Internal Asset Management Team
- Asset Management Background
- Compliance Program Purpose, Training, Policy Committee Development, Campus Coordination Committee Development
- POB Update
- Key Management Hire Dates
- Next Steps

**CAPITAL PROJECTS & MAJOR MAINTENANCE PLANS**

Kevin Duvall, GWCCA Chief Operating Officer, and Matt Hollander, GWCCA Sr. Director, Campus Operations reviewed the following components of the Authority's Capital Projects & Maintenance Plans:

- Projects & Improvements Funding Sources
- 5 Major Funding Sources in FY23
- KPI Statistics
- Facilities, Customer and Team Project Highlights
- ARPA Funds (CARES Act)

## **RETIREMENT PLAN STRATEGY**

Jennifer LeMaster, Chief Administrative Officer, announced the newly devised Retirement Plan Strategy, which included a plan overview and timeline for implementation.

The regular GWCCA Board of Governors Planning Retreat reconvened at 10:45 a.m.

## **HILTON CORPORATE UPDATE**

Catherine Ker, Hilton Senior Brand Manager, Food & Beverage presented the Hilton Brand Food & Beverage Concepts:

- Master Plan
- F&B Program Overview
- F&B Concepts: Lobby Bar, Club Signia, Friendship Market, Homespun, The Nest on Four, Highball, Capolinea
- Finer Details & Next Steps

## **GWCCA HOTEL DEVELOPMENT UPDATE**

Theonie Alicandro with Drew Company, Inc. provided a hotel development update which included the following:

- Construction Update
- Schedule
- Challenges
- Development Budget Update
- Subcontractor Updates
- EBO & Georgia Contractor Update

## **ACVB DESTINATION UPDATE**

Mark Vaughn, Executive Vice President & Chief Sales Officer with the Atlanta Conventions & Visitors Bureau, presented the following information for the city of Atlanta:

- 2020 – 2022 Group Room Usage
- Traveler Readiness Statistics
- July 2022 Room Occupancy and Demand
- Hotel Rooms in Pipeline
- ACVB Monthly Lead Volume
- Long-Term Pace Report
- Large Groups for Future Years
- Upcoming Industry Events
- Future Events
- 2022 Meetings Marketing
- Atlanta Enters the Metavers

## **SALES & MARKETING UPDATE**

Joe Bocherer, GWCCA Chief Commercial Officer, and Kim Allison, GWCCA Senior Director, Convention Sales presented an update on the Authority's sales and marketing efforts/results:

- Rental Production Timeline
- Budget Influencers
- 2023 Business Mix
- Event Trends
- Industry Buzz
- GWCC Impact
- Take Aways

## **SIGNIA by HILTON ATLANTA MARKETING & SALES UPDATE**

Teri Agosta, Hilton General Manager, and Kyle Stevens, Hilton Director of Sales & Marketing, presented guests with a hotel marketing and sales update:

- Marketing Update
- Sales Update
- Critical Path
- Industry Terms

## **3-YEAR FINANCIAL FORECAST**

Janet Arsenault, GWCCA Sr. Director of Finance, reviewed the 3-Year Financial Forecast:

- FY17 – FY19 Pre-COVID Statistics
- FY20 – FY22 COVID & Recovery Years
- FY24 - FY26 Highlights
- Expense Highlights
- FY23 Budget
- FY24 – FY26 Forecast
- FY24 – FY26 Net Profit Forecast

At 4:00 p.m. the meeting went into recess.

**DAY 2 – VISON 230 STRATEGIC PLANNING**

Wednesday, September 15, 2022

The following twelve out of fifteen Board members were present:

Steve Adams	Bill Jones
Don Balfour	Rachel Little
Natasha Bell	Aaron McWhorter
Maxine Burton	Bill Russell
Brian Daniel, Vice Chair	Doug Tollett
Glenn Hicks, Chair	Dexter Warrior

Chair, Glenn Hicks called the meeting to order at 8:30 a.m.

**STRATEGIC PLANNING**

John Bourke, President of Bourke & Associates, facilitated the Vision 230 Strategic Planning team-building initiative.

With no further business to discuss, the Vice-Chair adjourned the meeting at 12:00 p.m.

RESPECTFULLY SUBMITTED:

APPROVED:

---

Alisha King  
Assistant Secretary

---

Doug Tollett  
Secretary