

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
BOARD OF GOVERNORS MEETING
AUTHORITY BOARD ROOM
JANUARY 27, 2015
1:00 p.m.

The following were in attendance:

GWCCA Authority Members

David Allman
Stan Conway
Brian Daniel
Anne Hennessy
Glenn Hicks
Lee Hunter
Bill Jones
Tim Lowe, Chair
Greg O'Bradovich
Bill Rice
Bill Russell
Charlie Yates

Absent

Steve Adams
Doug Tollett

GWCCA Legislative Overview Com.

None

GWCC Staff

Mark Adams
Kevin Duvall
Mark Geiger
Jennifer LeMaster
Frank Poe
Pargen Robertson
Carla Sayeh
Patrick Skaggs
Sherrie Spinks
Lindsay Strickland
Mark Zimmerman

Dome Staff

None

COP Staff

Joe Skopitz

Levy Restaurants

Steve Potts

Atlanta Convention & Visitors

Bureau

William Pate
Gregory Pierce
Mark Vaughan

Attorney General's Office

Denise Whiting-Pack

Bank of New York

None

Atlanta Falcons

None

Office of Planning & Budget

Caylee Noggle

Press

Tim Tucker, AJC

Guests

Mike Jenkins, UGA, Sr. Associate Director
Of Executive Programs

Employee Recognition

Gary Bowen, GWCC Engineering (30 yrs.)
Aundre Goode, Dome Building Serv. (20 yrs.)
Virginia Scott, Dome Building Serv. (20 yrs.)
Juan Smith, Dome Admin. (20 yrs.)

Chair Hunter called the meeting to order at 1:05 p.m. and asked for a motion to approve the December 2, 2014 and January 8, 2015 meeting minutes.

A motion to approve the December 2, 2014 and January 8, 2015 meeting minutes was made by Tim Lowe, seconded by Glenn Hicks, and unanimously approved.

20, 25, and 30-YEAR EMPLOYEE RECOGNITION

Chair Hunter called upon Kevin Duvall to recognize the 20, 25, and 30-year employees. Kevin recognized the following employees:

20-Year Employees

Aundre' Goode	Dome Building Services
Virginia Scott	Dome Building Services
Juan Smith	Dome Administration

25-Year Employees

Barry Boatfield	GWCC Engineering
Kenneth Jefferson	Dome Event Services

30-Year Employees

Gary Bowen	GWCC Engineering
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The Authority appreciates these employees for their continued service to the Authority.

DECEMBER FINANCIAL REPORTS

Chair Hunter called on Sherrie Spinks for the review of the December 2014 financial reports, which are appended and made a part of these minutes.

GEORGIA WORLD CONGRESS CENTER

The Congress Center projected a loss profit of (\$1,638,075) for the month but had an actual loss profit of (\$699,210), a positive variance of \$938,865. YTD the Congress Center projected a net loss of (\$668,213) but had an actual net profit of \$2,111,847.

GEORGIA DOME

The Dome projected a net profit of \$3,402,717 for the month, but had an actual net profit of \$3,599,324, a positive variance of \$196,607. YTD the Dome projected a net profit of \$28,688,129 but had an actual net profit of \$28,887,109.

CENTENNIAL OLYMPIC PARK

The Park projected a net loss against budget of (\$45,802) for the month but had an actual net loss of (\$44,085), a negative variance of \$997. YTD the Park projected a net gain of \$64,670 but had an actual net gain of \$577,761.

Hotel/Motel Tax of \$13.6M was 6.864% over budget for the month and is 11.17% ahead of last year at this time.

The following December events resulted in an estimated 348,280 attendees and an estimated economic impact of \$205M for the month.

GWCC: 2014 FSA Training Conference for Financial Aid Professionals
CheerSport Grand Championships
National Veterans Small Business Engagement
Dixie National Wrestling

Dome: SEC Football Championship
Georgia High School Association Championship Games
Falcons vs. Pittsburgh Steelers
Falcons vs. Carolina Panthers
Chick-fil-A Peach Bowl

Q2 Rolling Forecast Update:

- The Congress Center is now projecting a net profit of \$2,280,485, which is a positive variance of \$2,051,019 from the previously budgeted profit.
- The Georgia Dome is now projecting a net profit of \$23,175,741, which is a positive variance of \$1,459,484 from the previously budgeted profit.
- Centennial Olympic Park is now projecting a gain against budget of \$261,925, which is a positive variance of \$201,595 from the previously budgeted profit.

Chair Hunter thanked Ms. Spinks for the reports.

ACVB FY 2015 BUSINESS & FINANCIAL PLAN

Chair Hunter recognized William Pate, President of the Atlanta Convention & Visitors Bureau (ACVB). Mr. Pate and Gregory Pierce, Chief Financial Officer of the ACVB, presented the ACVB 2015 Business and Financial Plan, a copy of which is appended and made part of these minutes, to the Board for action. Before presenting the 2015 Business Plan, Mr. Pate noted a number of 2014 highlights.

Goals for 2015 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) Continue to position ACVB as an industry expert nationally and as the singular voice of hospitality in Atlanta.

Gregory Pierce, ACVB Chief Financial Officer, then presented the 2015 Financial Plan which includes the following:

- 1) Total revenue is projected to be flat;
- 2) Payroll and related expenses, for ACVB only, up 5 percent;
- 3) Operating expenses, direct promotional expenses, and expenses for capital assets are relatively flat.
- 4) Projected 2015 total revenue is \$29,490,968;
- 5) Projected 2015 total expense is \$29,229,266 which leaves an excess of \$261,702;
- 6) Projected 2015 total public sector revenue is \$19,698,365; and
- 7) Projected 2015 total private sector revenue is \$9,792,603.

Chair Hunter thanked the ACVB for their report and asked for a motion to approve the 2015 ACVB Business and Financial Plans as presented.

A motion to approve the Atlanta Convention & Visitors Bureau's Business and Financial Plans for 2015 as presented was made by Glenn Hicks, seconded by Charlie Yates, and unanimously approved.

UNIVERSITY OF GEORGIA LEADERSHIP PROGRAM OVERVIEW

Staff has been looking into a leadership program which will provide personnel the opportunity to participate in an exceptional leadership training and development experience. The objective is to promote greater understanding of the overall GWCCA mission and culture, provide hands-on leadership training, and develop future leaders for the Authority. After working with the Human Resources Department, staff decided on a program of activities conducted by staff at the University of Georgia, Terry College of Business.

The Leadership Development Program is intended to stretch participant's experiences and comfort zones and to help them develop the knowledge, skills, and behaviors expected of GWCCA current and future leaders. Given the rigor of these requirements, the program demands a significant commitment by participants and their departments.

Michael Jenkins, Senior Associate Director of Executive Programs with the Terry College of Business, gave the Board a brief synopsis of the program. The Program consists of the following four components which will run from mid-March until October.

- 1) Leading Through Change (2 days): Leading Through Turbulent Times;
- 2) Assessment and Coaching: Hogan Leadership Suite (Will include one-on-one individual coaching);
- 3) Mentoring: An Opportunity to Learn from UGA Alumni; and
- 4) Transformational Leadership (2 days): Driving Employee Engagement

This Program is directed to senior staff, directors, and above and is not linked to the University of Georgia Carl Vinson Institute which provides leadership training for front line supervisors and middle managers.

RESOLUTION – COMMERCIAL ADVERTISING BROKERAGE AGREEMENT

The Authority would like to extend the Atlanta Falcons advertising broker role beyond the Georgia Dome, to include the entire campus. Beginning in July 2013, staff, the Falcons, and the GWCCA Stadium Development Committee (SDC) met on numerous occasions to work through agreement business term options. The SDC ultimately agreed to accept the following business terms:

- Ten-year agreement (effective July 1, 2015 if approved)(termination clause will be built into the agreement);
- Falcons sell internal and external commercial advertising (static and digital inventory);
- GWCCA has final approval of all content;
- GWCCA is responsible for fulfillment and invoicing; and
- Revenue split would be GWCCA 70% / Falcons 30%.

The Falcons have been an advertising partner since 2004 and have a proven success record. They have access and partnerships with national and regional advertisers, are familiar with the GWCCA campus and operations, and have the ability to sell inventory 24/7/365. This agreement would be mutually beneficial and would enhance current GWCCA revenue.

Campus-wide inventory includes external billboards, internal video walls, internal monitors, internal kiosks, and internal charging stations. As with the Dome advertising agreement, an interior and exterior rate card will be used. Internal and external advertising content breakdown is listed below.

External digital signage inventory

- Maximum 120-second loop;
- 80 seconds for commercial advertising (Falcons); and
- 40 seconds for show sponsorship/messaging (GWCCA)

Internal digital signage inventory

- Maximum 80-second loop;
- 60 seconds for commercial advertising (Falcons); and
- 120 seconds for show sponsorship/messaging (GWCCA).

A Resolution authorizing the Executive Director to continue negotiations and execute a commercial advertising brokerage agreement with the Falcons was presented to the Board for action. Staff recommends approval.

Chair Hunter asked for a motion to approve the Resolution as presented today.

A motion authorizing the Executive Director to continue negotiations and execute a commercial advertising brokerage agreement with the Atlanta Falcons was made by Brian Daniel, seconded by Glenn Hicks, and unanimously approved.

The next meeting is Tuesday, February 24, 2015.

With no further business to discuss, a motion to adjourn was made by Bill Russell, seconded by Charlie Yates, and unanimously approved.

RESPECTFULLY SUBMITTED:

APPROVED:

DALE AIKEN
ASSISTANT SECRETARY

BILL RUSSELL
SECRETARY