

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**BOARD OF GOVERNORS MEETING**  
**AUTHORITY BOARD ROOM**  
**FEBRUARY 25, 2014**  
**1:00 p.m.**

The following were in attendance:

**GWCCA Authority Members**

Steve Adams  
David Allman  
Taz Anderson  
Anne Hennessy  
Glenn Hicks  
Bill Jones  
Tim Lowe, Chair  
Greg O'Bradovich  
Bill Rice  
Bill Russell  
Charlie Yates  
Doug Tollett

**Absent**

Brian Daniel  
John Downs  
Lee Hunter

**GWCCA Legislative Overview Com.**

None

**GWCC Staff**

Mark Adams  
Dale Aiken  
Kevin Duvall  
Jennifer LeMaster  
Frank Poe  
Lindsay Perdue  
Patrick Skaggs  
Sherrie Spinks  
Mark Zimmerman

**Dome Staff**

Carl Adkins

**COP Staff**

Joe Skopitz

**Levy Restaurants**

Steve Potts

**Atlanta Convention & Visitors Bureau**

Mark Vaughan

**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**

None

**Guests**

Chris Chadwick, GWCC Event Services  
Bob Coffey, GM Savannah Convention Center  
Ross King, Director, Association of County  
Commissioners of GA  
Michael Lowe, GWCC Sales  
Derrick Marcus, GWCCA Human Resources  
Robb Willis, Troutman Sanders Strategies

Chair Lowe called the meeting to order at 1:07 p.m. and introduced first time guests Bob Coffey, General Manager of the Savannah Convention Center, and Ross King, Director of the Association of County Commissioners of Georgia. He then asked for a motion to approve the January 28, 2014 meeting minutes.

*A motion to approve the January 28, 2014 meeting minutes was made by Glenn Hicks, seconded by Charlie Yates, and unanimously approved.*

## **JANUARY FINANCIAL REPORTS**

Chair Lowe called on Sherrie Spinks for the review of the January 2014 financial reports, which are appended and made a part of these minutes. Board members were advised that last month's snow storm impacted some of the January financial results.

### **GEORGIA WORLD CONGRESS CENTER**

The Congress Center projected a net profit of \$488,808 for the month but had an actual net loss of (\$175,477), a negative variance of \$664,285. This was primarily due to F&B, utilities, and parking revenue shortfalls. YTD the Congress Center projected a profit of \$782,875 but had an actual loss of (\$248,824), a negative variance of just over \$1M. The Congress Center expects to recover by year end.

### **GEORGIA DOME**

The Dome projected a net loss of (\$3,771,656) for the month but had an actual net loss of (\$5,721,677), a negative variance of \$1,950,021. This was primarily due to a \$1.4M debt interest payment and payment of the balance of Falcons commissions. Another factor was a decrease in Hotel-Motel Tax collections. YTD the Dome projected a profit of \$22,608,730 but has an actual profit of \$24,142,653.

### **CENTENNIAL OLYMPIC PARK**

The Park projected a net loss against budget of (\$70,272) for the month but had an actual loss against budget of (\$45,784), a positive variance of \$24,488. The increase in revenue was due to the booking of three short-term events and an increase in ice rink revenue. YTD the Park projected a profit of \$247,832 but had an actual profit of \$262,072.

Hotel/Motel Tax of \$13.6M was 0.98% below projection for the month but is 1.01% ahead of last year at this time.

The following December events resulted in an estimated 189,592 attendees and an estimated economic impact of \$80.9M for the month.

GWCC: Progressive Atlanta Boat Show  
A-Town Show Down  
Cheersport  
Hot Chocolate 15/5K  
International Poultry

Dome: Honda Battle of the Bands  
Monster Jam

Chair Lowe thanked Ms. Spinks for her reports.

### **SALES UPDATE – Mark Adams**

Today's Sales update will look at the following.

- Weekly Sales Log - Captures leads and updates on previous leads, booked and lost business, and updated programs.
- Weekly Dashboard - Reports Sales' actual revenue to budget.
- Each salesperson's performance goal for long-term and short-term bookings.
- Scope of events and revenue for future years.

Mark reviewed events booked in FY14, confirmed events for future years, and first option bookings. With confirmed events and first option bookings through FY20, the Congress Center is on track.

### **LEGISLATIVE UPDATE – Lindsay Perdue**

Today is day 28 in the Legislative Session. Crossover Day, this is when Bills move from the House to the Senate, is March 3. Two key pieces of legislation the Authority is tracking are:

- 1) HB 246 - Authority's Flex Benefits exemption Bill; and
- 2) SR 788 - State Properties Commission's property acquisition Resolution.

Other legislation which the Authority is monitoring includes:

- 1) HB 978 / SB 385 – Removes the Ports Authority appointment and adds the Savannah Economic Development Authority appointment to the Georgia International and Maritime Trade Center Authority Board; and
- 2) HB 875 Gun Legislation (also known as the "Safe Carry Protection Act") – Has passed the House and has been sent to the Senate committee. May see amendments and be held up again this session.

This year's State budget request is \$20.8M which is a 4.6% increase over last year's budget. Lindsay Perdue, Morgan Smith-Williams, Seth Landry, and Alicia McNease represented the Authority at the Georgia Tourism, Hospitality, and Arts Day at the Capitol on January 28 speaking to legislators about all current and future campus projects. It was a great event and the Authority's display table was a big hit. Legislators were interested in the new campus vision renderings and the FY 2013 Annual Report.

### **SAVANNAH INTERNATIONAL TRADE & CONVENTION CENTER UPDATE – Frank Poe & Sherrie Spinks**

At the 2014 Planning Retreat, Board members were advised that the Authority had been approached to manage the Savannah Convention Center. Since the Retreat, the Authority submitted a management proposal and on February 12, 2014 the Georgia International and Maritime Trade Center Authority (GIMTCA) took favorable action to enter into a management facilities agreement with the Authority. The proposed management facilities agreement includes a three-year agreement with options for additional years; a fixed management fee plus incentives (based on room nights, customer service scores, and financials); and would be effective April 1, 2014. The current GIMTCA Board would remain intact. This is a strategic alliance between the two largest State Agencies. Sherrie Spinks, GWCCA Chief Financial Officer, is leading the GWCCA transition team. Other team members include Chris Chadwick, GWCC Event Services' Senior Event Coordinator, and Derrick Marcus, GWCCA Human Resources' Personnel Manager. The transition team has traveled to Savannah every week to work with the convention center staff since the GIMTCA Board took action.

If the Authority enters into the new agreement, the current GWCCA Bylaws need to be changed to add two Savannah Convention Center positions, the General Manager and Assistant General Manager, to Article VI – Officers and Article VII – Powers and Duties of Officers.

A Resolution authorizing the GWCCA Executive Director to negotiate and execute a management agreement was presented at today's meeting for action. Staff recommends approval.

At this time Chair Lowe asked for a motion to approve the GITMCA Facilities Management Agreement Resolution presented today.

*A motion to approve the Resolution authorizing the Executive Director to negotiate and execute a facilities management agreement with the Georgia International and Maritime Trade Center Authority was made by Doug Tollett, seconded by Taz Anderson, and unanimously approved.*

#### **RESOLUTION - NSP PROPERTY ACQUISITION**

At the January 28, 2014 Board meeting, the Board approved a Resolution authorizing the acquisition of multiple parcels which fall in the footprint of the new stadium. Due to an administrative oversight, the south portion of Mangum Street was not included in that Resolution. An additional Resolution requesting Department of Economic Development request State Properties Commission acquire the South Magnum parcel was presented to the Board at today's meeting for action. Staff recommends approval.

At this time Chair Lowe asked for a motion to approve the property acquisition Resolution presented today.

*A motion to approve the resolution to request the Department of Economic Development request the State Properties Commission to acquire the additional required parcel of South Mangum for the purposes of Project GWCC 34 (New Stadium Project) was made by Glenn Hicks seconded by Bill Rice, and unanimously approved.*

The next meeting is scheduled for Tuesday, March 25, 2014.

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

RESPECTFULLY SUBMITTED:

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DALE AIKEN  
ASSISTANT SECRETARY

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BILL RUSSELL  
SECRETARY