

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**BOARD OF GOVERNORS MEETING**  
**AUTHORITY BOARD ROOM**  
**MARCH 29, 2016**  
**12:30 p.m.**

The following were in attendance:

**GWCCA Authority Members**

Steve Adams  
David Allman  
Chris Cummiskey  
Brian Daniel  
Phil Gingrey  
Anne Hennessy  
Glenn Hicks  
Lee Hunter, Chair  
Bill Jones  
Tim Lowe  
Bill Rice  
Bill Russell  
Doug Tollett

Rebecca Mobley  
Frank Poe  
Pargen Robertson  
Adam Straight  
Lindsay Strickland  
Mark Zimmerman

**Atlanta Convention & Visitors Bureau**

William Pate  
Mark Vaughan

**Attorney General's Office**

Keilani Parker

**Bank of New York**

None

**Atlanta Falcons**

None

**Office of Planning & Budget**

None

**Press**

Leon Stafford, AJC

**Guests**

Andy McLean, TVS  
Emory Leonard, TVS  
Danielle Trost, TVS

**Absent**

Stan Conway  
Andrew MacCartney

**GWCCA Legislative Overview Com.**

Rep. Butch Parrish  
Rep. Terry Rogers  
Sen. Brandon Beach

**GWCC Staff**

Carl Adkins  
Dale Aiken  
Janet Arsenault  
Kevin Duvall  
Julia Karrenbauer  
Jennifer LeMaster

Chair Hunter called the meeting to order at 12:29 p.m. and introduced the following first time guests:

Andy McLean, TVS  
Emory Leonard, TVS  
Danielle Trost, TVS

He then asked for a motion to approve the February 23, 2016 meeting minutes.

***A motion to approve the February 23, 2015 meeting minutes was made by Bill Russell, seconded by Bill Rice, and unanimously approved.***

## **FEBRUARY FINANCIAL REPORTS**

Chair Hunter called on Janet Arsenault for the review of the February 2016 financial reports, which are appended and made a part of these minutes.

### **GEORGIA WORLD CONGRESS CENTER**

The Congress Center projected a profit of \$1,052,747 for the month but had an actual profit of \$1,757,699, a positive variance of \$704,952. The gain was mainly due to higher F&B and Parking net profit and H/M Tax revenue. YTD the Congress Center projected a net profit of \$461,186 but had an actual net profit of \$1,359,647), which is 195% better than budget.

### **GEORGIA DOME**

The Dome projected a net profit of \$1,131,612 for the month, but had an actual net profit of \$1,901,576, a positive variance of \$769,964. Total revenue was up due to H/M Tax and F&B revenue. YTD the Dome projected a net profit of \$28,796,358 but had an actual net profit of \$31,192,759.

### **CENTENNIAL OLYMPIC PARK**

The Park projected a net loss against budget of (\$62,667) for the month but had an actual net loss of (\$67,899), a negative variance of \$5,232. The negative variance was due to expenses related to the River Vault Sand Filter Project. YTD the Park projected a net loss of (\$110,450) but had an actual net loss of (\$485,256). The shortfall was due to F&B, ice rink ticket sales, and space rental which did not materialize.

Hotel/Motel Tax of \$20.1 was 9.32% over budget for the month and is 13.52% ahead of last year at this time.

The following February events resulted in an estimated 194,095 attendees and an estimated economic impact of \$147.4M for the month.

GWCC: Cheersport  
Bronner Brothers International Hair Show  
American Rental Association 2016

Dome: Winter Jam  
Supercross

Chair Hunter thanked Ms. Arsenault for the reports.

### **CENTENNIAL OLYMPIC PARK**

Today's briefing will include information regarding upcoming spring Park events from Julia Karrenbauer, Senior Director of Business Development; operational planning for those events from Patrick Skaggs, Senior Director of Campus Operations; our Park Vision from Pargen Robertson, Legal Counsel; and one element of our philanthropic campaign from Rebecca Mobley, Marketing and Media Manager.

In 2013, the Event Development Team was established and since then, it has generated more diverse events, revenue, and economic impact; and has taken advantage of promoting the Authority's great assets.

## **Festival Event Preparation**

The Park will host the following events during the last quarter of this fiscal year.

- Sweetwater 420 Festival – April 22-24
  - 4<sup>th</sup> year out of 5 year agreement at the Park
  - 3 days with 3 stages
  - 15K – 20K attendees/day
  - Earth Day partnership
- Shaky Knees Festival (new to the Park) – May 13-15
  - 4<sup>th</sup> year for the event, 1<sup>st</sup> time in the Park
  - Utilizes Park and International Plaza
  - 3 stages in Park, 2 stages on Plaza
  - 20K attendees/day, 30-50 years old
  - RFID wristbands
  - Neighborhood partnerships
- Shaky Beats Festival (new to the Park) – May 20-22
  - 1<sup>st</sup> year event
  - 3 stages in Park only
  - Electronic/Live Band music
  - 10K – 15K attendees/day, 18-35 years old
- 20<sup>th</sup> Anniversary Celebration – July 16
  - 20<sup>th</sup> Anniversary Celebration of the 1996 Atlanta Olympic Games
  - Focus will be on volunteers
  - Free & open to public
  - Various entertainment elements throughout the day.

The Park estimates a \$700K combined net profit from all three concert events.

Due to turf damage received as a result of several days of heavy rain before and during last summer's Foo Fighters concert, a sand cap (10" of turf removed and replaced with 6" of gravel and a layer of sand) was installed under the damaged turf area to allow for better/healthier grass and better drainage resulting in less damage to the turf from future events. Staff has been working on a contingency turf recovery plan in the event the weather is an issue before/during the 2016 festivals. Additional measures the Authority has taken to prevent turf damage during concerts/events include:

- Phase 2 sand cap has recently been installed in a larger area just south of the Phase 1 sand cap.
- Custom, commercial grade tarps which can be used over and over to prevent wear and tear on the turf have been purchased.
- Decking will be installed in front of the stages to protect the turf.

## **Park Vision**

### *Metro Atlanta Chamber of Commerce (MACOC) Building*

With the acquisition of the Metro Atlanta Chamber of Commerce (MACOC) Building, the number one priority for the Park Vision is complete. As a reminder, on October 20, 2015, the Purchase Option Agreement was executed and the Authority paid MACOC \$200K at that time. The \$200K would be applied as a credit towards the purchase price if the Authority later exercised the Option. On December 28, 2015, the Authority did exercise its purchase option.

*Adopt A Brick Campaign*

In 1996 the original Adopt a Brick Campaign was established in conjunction with the Olympic Games. Bricks were \$35 and 480K bricks were sold. In 2016, a second Adopt a Brick Campaign has been established to benefit the Park Vision Capital Campaign. This time, the bricks are \$65 and there are 42K+ bricks to sell. The bricks will be used to create the Pedestrian Gateway down Andrew Young International Boulevard through the Park.

**LEGISLATIVE SESSION SUMMARY**

Forty days of the legislative session came to an end last Thursday, March 24. The GWCCA was appropriated \$7.0 million for capital projects associated with the Park and Congress Center.

**GWCC FLOORING**

Adam Straight, GWCCA Sr. Director of Projects and Program Management, and TVS Representatives Andy McLean, Emory Leonard, and Danielle Trost briefed the Board on the GWCCA flooring project.

In 2012, Building C carpet replacement was identified on the Authority's Capital Outlay Budget System list. The Board was updated at the 2013 Board Retreat that our FY14 budget submission included a priority for carpet replacement. In 2014, the Authority selected TVS to create a flooring master plan which would include both hard and soft surfaces. In late 2015/2016 staff issued an RFP for a flooring contractor, which brings us to today.

Phase 1 flooring replacement runs from Building C to Terraces Restaurant (87,500 sq. ft.). The carpet has deteriorated in numerous locations and its life in this area has come to a useful end. Terrazzo is the replacement flooring of choice. It provides a durable, long lasting hard surface. If the project is approved, it would begin May 1, 2016, run through March 1, 2017, and would be scheduled around event activity.

Phase 2 additional flooring scope is 815,000 square feet of area in Buildings A, B, and C. This project is scheduled to begin in March 2017.

The Phase 1 project budget is \$2,200,000. Doyle Dickerson Terrazzo submitted the lowest bid, \$1,840,000. Staff recommends awarding Doyal Dickerson Terrazzo the contract for terrazzo flooring.

Chair Hunter asked for a motion to accept staff recommendation and award Doyal Dickerson Terrazzo the contract for Terrazzo flooring installation.

***A motion to award Doyal Dickerson Terrazzo the contract for terrazzo flooring installation was made by Chris Cumiskey, seconded by Tim Lowe, and unanimously approved.***

The next meeting is Tuesday, April 26, 2016.

***With no further business to discuss, a motion to adjourn was made by Doug Tollett, seconded by Glenn Hicks, and unanimously approved.***

RESPECTFULLY SUBMITTED:

APPROVED:

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DALE AIKEN  
ASSISTANT SECRETARY

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BILL RUSSELL  
SECRETARY