

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
BOARD OF GOVERNORS MEETING
AUTHORITY BOARD ROOM
June 30, 2015
12:45 p.m.

The following were in attendance:

GWCCA Authority Members

David Allman
Brian Daniel
Phil Gingrey
Anne Hennessy
Glenn Hicks
Bill Jones
Tim Lowe
Greg O'Bradovich
Bill Russell
Doug Tollett

Absent

Steve Adams
Stan Conway
Lee Hunter, Chair
Bill Rice

GWCCA Legislative Overview Com.

Senator Frank Ginn
Senator Butch Miller
Representative Rahn Mayo

GWCC Staff

Kevin Duvall
Jennifer LeMaster
Frank Poe
Jim Ridgway
Pargen Robertson
Carla Sayeh
Patrick Skaggs
Sherrie Spinks
Lindsay Strickland

Dome Staff

Carl Adkins

COP Staff

Joe Skopitz

Levy Restaurants

Steve Potts

Atlanta Convention & Visitors Bureau

William Pate

Attorney General's Office

Keilani Parker

Bank of New York

None

Atlanta Falcons

None

Office of Planning & Budget

Caylee Noggle
Heather Aquino

Press

Leon Stafford

Guests

Michelle Urbani, Intern, AG's Office

Vice Chair Allman called the meeting to order at 12:44 p.m. and asked for a motion to approve the May 19, 2015 and June 2, 2015 meeting minutes.

A motion to approve the May 19, 2015 and June 2, 2015 meeting minutes was made by Doug Tollett, seconded by Glenn Hicks, and unanimously approved.

MAY FINANCIAL REPORTS

Vice Chair Allman called on Sherrie Spinks for the review of the May 2015 financial reports, which are appended and made a part of these minutes.

GEORGIA WORLD CONGRESS CENTER

The Congress Center projected a net loss of (\$524,062) for the month but had an actual net profit of \$174,470, a positive variance of \$698,532. The positive variance is due to unbudgeted event revenue received from Parking, Space Rental, Utility Services, and Hotel/Motel tax revenues. YTD the Congress Center projected a net profit of \$541,816 but had an actual net profit of \$4,112,252.

GEORGIA DOME

The Dome projected a net profit of \$673,337 for the month, but had an actual net profit of \$1,672,078, a positive variance of \$998,741. The positive variance is due to unbudgeted event revenue and Hotel/Motel tax. YTD the Dome projected a net profit of \$22,698,518 but had an actual net profit of \$27,486,132.

CENTENNIAL OLYMPIC PARK

The Park projected a net gain against budget of \$178,232 for the month but had an actual net loss of (\$124,824), a negative variance of \$303,056. The negative variance is due to the business decision of not hosting our self-programmed concert, Party in the Park. The three major revenue categories impacted were ticket sales, F&B and sponsorship. YTD the Park projected a net profit of \$133,666 but had an actual net gain of \$52,639.

Hotel/Motel Tax of \$25.9M was 12.41% over budget for the month and is 15.04% ahead of last year at this time.

The following May events resulted in an estimated 186,658 attendees and an estimated economic impact of \$63.9M for the month.

GWCC: Paycation Travel
ALIVE! Expo
AUVSI Unmanned Systems
Cross Fit Games
SE Regional Championship

Dome: Nitro Circus
Sony Movie Shoot
13 Graduations

Vice Chair Allman thanked Ms. Spinks for the reports.

SOLAR PANEL SYSTEM LICENSE AGREEMENT RESOLUTION

StadCo intends to pursue Platinum LEED Certification for the New Stadium Project and they have been working in conjunction with Georgia Power to potentially achieve this goal. StadCo seeks to license space from the Authority for an extended term to install a fixed tilt solar photovoltaic panel system and several EV charging stations in the new Phase I Parking Deck. Installation will be at no cost to the Authority. The term of the license is thirty years with minimum revenue of \$75K annually and a 1.5% increase per year. The Resolution presented today would authorize staff to negotiate the terms of such a license agreement and, if those negotiations are successful, to execute a license agreement.

Staff recommends Board approval of the Solar Panel System License Agreement Resolution.

Vice Chair Allman then asked for a motion to approve the Solar Panel System License Agreement Resolution as presented.

A motion to approve the Resolution authorizing the Executive Director to negotiate and execute an agreement with StadCo regarding licensing of the Solar Panel System Premises and the EV Charging Locations from the Authority was made by Tim Lowe, seconded by Glenn Hicks, and unanimously approved.

It was noted that although the Event Development FY15 Progress Update which was originally on today's meeting agenda will now be presented at the July Board meeting, Carl Adkins will review one piece of the Event Development Update - the Kenny Chesney Concert. Then, Jim Ridgway, Director of GWCC Event Services, will update the Board on the 2015 International Convention which will be on campus this week and weekend.

KENNY CHESNEY CONCERT

On June 13, 2015 the Georgia Dome hosted the third, self-promoted Kenny Chesney Concert. Attendance and net profit comparison is listed below.

	<u>Attendance</u>	<u>Net Profit</u>
2012	41,549	\$(318,566)
2013	45,338	\$660,790
2014	44,882	\$368,521

The Dome spent \$98K on traditional advertising and leveraged over \$1.3M in additional advertising and promotion via ticket trades. The Dome realized a \$368K net profit.

In an effort to promote this year's concert, the Dome partnered with Savannah School of Art and Design (SCAD) to create an out of the box "grass roots marketing initiative". The Dome was able to purchase a new school bus for \$1 which SCAD students painted to resemble the bus pictured on Kenny Chesney's "The Big Revival" album cover. The students also produced a documentary on the bus project and the marketing initiative. They were then graded on the project when it was complete. The bus was taken to multiple events around the southeast to promote the concert and generate ticket sales. The initiative was a huge success. Chesney was extremely impressed with and appreciative of the effort and results.

The next concert in the Dome is Taylor Swift on Saturday, October 24, 2015.

2015 INTERNATIONAL CONVENTION

The International Convention is a HUGE event for the Authority and the State with ninety-four countries represented. Expected attendance is 65,000. It is held every five years and will take place this Thursday, July 2 through Sunday, July 5. All three facilities will be used. Ninety-five Metro Atlanta hotels are being used along with three thousand Georgia State University and Georgia Tech dormitory rooms. This totals over 48,000 room nights with over 12,600 peak nights.

Other significant events also taking place in Atlanta this coming weekend include the July 4th Celebration in Centennial Olympic Park, the Peachtree Road Race Expo at the Congress Center, and the Atlanta Braves home games at Turner Field. Extensive traffic and security meetings have been taking place between GWCC Public Safety, Atlanta Police Department, and MARTA for over six months. All plans are in place.

SPECIAL RECOGNITION

At this time, Mr. Poe called upon Board member Tim Lowe. Mr. Lowe announced to the Board that Board Chair, Lee Hunter, got married this past weekend. CONGRATULATIONS, Lee!

The next regular meeting is scheduled for Tuesday, July 28 2015. A tour of the New Stadium Project will take place after the meeting has adjourned.

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:

DALE AIKEN
ASSISTANT SECRETARY

BILL RUSSELL
SECRETARY