



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

July 27, 2021

Approval of Minutes June 29, 2021

FINANCIAL

Financial Update

Janet Arsenault
Sr. Director of Finance, GWCCA

Financial Snapshot: June 2021

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$3,902,890	\$2,408,811	↓ \$1.5M 38.3%
Expense	\$3,923,364	\$2,973,996	↓ \$949K 24.2%
Net (Loss)	(\$20,474)	(\$565,186)	↓ \$545K

Financial Snapshot

FINANCIAL



YTD	Budget	Actual	Variance
Revenue	\$37,255,508	\$22,307,606	↓ \$14.9M 40.1%
Expense	\$47,031,821	\$29,581,365	↓ \$17.5M 37.1%
Net Loss	(\$9,776,313)	(\$7,273,759)	↓ \$2.5M 26%

Questions?

SALES

Sales Team and Customer Advisory Board Update

Joe Bocherer


Chief Commercial Officer, GWCCA

Kyle Stevens

SALES

- Director of Sales & Marketing, Signia by Hilton Atlanta
- More than 30 years experience in hotel industry; 25+ years with Hyatt Hotels Corporation, serving as director of sales and marketing for several high-profile properties in Atlanta, Calgary, Phoenix, and San Antonio



The background of the image is a light-colored surface covered with numerous black pushpins. The pushpins are scattered across the frame, with their heads pointing in various directions. In the center of the image, there is a single orange pushpin, which stands out from the rest. The text is overlaid on this background.

GWCCA
Unconventional Customer
Advisory Board

July 15-16, 2021

Maritz Global Events®



The Coca-Cola Company



Keeping Georgia World Congress Center Authority Above the Competition



CAB Agenda

Time	Thursday, July 15, 2021	Time	Friday, July 16, 2021
11:30 am – 12 pm	Early Arrivals (by 10:00am) “Reconnect”– Dr. Kate Edwards	8:30 – 9:15 am	Coffee Talk & Stroll – Building C <i>Meet in Thomas B. Murphy Ballroom</i> <i>Farewell to Windows</i>
12 – 2:15 pm	Lunch – Roundtable (facilitated by MG & KE) <i>By a show of hands – tell me if you want to talk about COVID or you do NOT want to talk about COVID? (answering based on company , not individual)</i> <i>What do you believe health & wellness is and how does it connect to the business decisions you make on behalf of your organizations?</i> Mind Mapper - themes will evolve	9:15 – 10 am 10:30 – 10:45 am 10:45 – 11:30 am	Breakfast & Open Hot Topic discussion facilitated by: <i>Mike Greto & Dr. Kate Edwards</i> Break GWCCA & ACVB – Atlanta and Campus Update Joe Bocherer and Mark Vaughn
2:15 – 2:30pm	Thoughtful Break	11:30 am – 12:30 pm	CCLD Innovation Update <i>Thomas Lloyd – President</i>
2:30 – 4 pm	(3) Pod Sessions in 30 min rotations: Deep Dive w/ direction for GWCC 1) Atlanta’s Competitive Edge – what has changed post pandemic? RFP’s? what’s different and how can CAB guide GWCC to a strong competitive edge post pandemic. 2) Thought Leadership/One Voice – How does GWCC become the thought leader around improving the perception of our city as a destination. Need direction and guidance with optional plans for consideration 3) Industry Reset – Our industry has a reset moment. Build a framework of what works, what doesn’t and how do we move forward (venue/city). Or the argument, why do we remain the same.	12:30 – 1:45 pm	UBS Market Update & Lunch <i>Speaker: Michael Hennessy UBS Financial</i>
4 – 5 pm	CAB report outs from Pod Sessions Mind Mapper	1:45 pm	Departures to Airport for Flyers
5 – 6 pm	On Own		
6 pm	Cocktails, gather and depart to Top Draft Bar		
7 pm – till	Evening Experience (off-site) Puttshack Atlanta		



Lunch Questions, Engagement, and Facilitation



Questions for Facilitated Lunch

1. Tell us your **overall feeling** during transition back towards “normal” work and life?

2. How are you handling the **speed of transition back to normalcy** and how are you handling with it from a personal/business perspective?

3. Do you feel yourself wanting to take **more calculated risks** after this pandemic? How will that affect your decisions / influence at work?

4. How are you **taking care of yourself emotionally, physically?**

5. How can GWCC Authority assist in **“taking great care” of you and your groups** with this ease back into normalcy?

6. How are you handling the pressure of responding to COVID going back live?

- *How far are you going to accommodate your attendees or exhibitors ?*
- *Individual focus support or are you having a company mandate to support?*
- *How do we deal with the one offs? Staffing issues?*
- *Vaccinations at venues and incentives for staff to be vaccinated?*

Thursday's Pod Sessions

ATLANTA AS A DESTINATION

- Jamie Kerr – AT&T
- Ron Rosenbaum – American Institute of Architects
- John Catalano – SME/Fabtech
- Jen Hoff – Taffy Events
- Charlotte Zilke – HeliExpo

THOUGHT LEADERSHIP

- Holly Felker – The Coca-Cola Company
- Daniel McKinnon – MODEX
- Nath Morris – U.S. Poultry & Egg
- Jamie Murdock – Maritz Global Events
- Kirsten Olean – Cystic Fibrosis Foundation

INDUSTRY RESET

- Beth Malafa – Under Armour
- Jeff Fowlkes – CheerSport
- Stephen Miner – Solar Energy
- Stuart Ruff-Lyon – RIMS





Puttshack Atlanta

Questions?

AUTHORITY

Personnel Committee Report

Bill Russell
Chair, Personnel Committee
GWCCA Board of Governors

AUTHORITY

Executive Session: Personnel

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GWCCA Board Planning Retreat

Jennifer LeMaster
Chief Administrative Officer, GWCCA

The Alida Hotel Savannah

- Wednesday, Sept. 15 – Arrival and Welcome 5 p.m.
- Thursday, Sept. 16 – Meeting 8:30 a.m. – 4 p.m.
Reception & Dinner: The Olde Pink House
- Friday, Sept. 17 – Meeting 8:30 a.m. – 11:30 p.m.
Departures: by Noon

Due to COVID protocols/planning, please confirm attendance by
Aug. 10, 2021

Questions?

AUTHORITY

Next Scheduled Board Meeting

August 31, 2021