

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**BOARD OF GOVERNORS MEETING**  
**AUTHORITY BOARD ROOM**  
**JULY 29, 2014**  
**1:00 p.m.**

The following were in attendance:

**GWCCA Authority Members**

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

**Absent**

Brian Daniel  
Anne Hennessy  
Lee Hunter

**GWCCA Legislative Overview Com.**

Senator Butch Miller  
Representative Mark Hamilton  
Representative Rahn Mayo

**GWCC Staff**

Mark Adams  
Kevin Duvall  
Jennifer LeMaster  
Frank Poe  
Pargen Robertson  
Carla Sayeh  
Lindsay Strickland  
Mark Zimmerman

**Dome Staff**

None

**COP Staff**

Joe Skopitz

**Levy Restaurants**

Steve Potts

**Atlanta Convention & Visitors Bureau**

None

**Attorney General's Office**

Denise Whiting-Pack

**Bank of New York**

None

**Atlanta Falcons**

Rich McKay

**Office of Planning & Budget**

Caylee Noggle

**Press**

Leon Stafford, AJC  
Jim Strickland, WSB  
Tim Tucker, AJC

**Guests**

Lawrence Bell - Troutman Sanders Strategies  
Norma Burgner – Levy  
Robert Diggs – Weiner, Yancey, Dempsey & Diggs  
David Flint – Shreeder, Wheeler & Flint, LLP  
Bill Johnson – 360 Architecture  
Pete Robinson - Troutman Sanders Strategies  
Steve White – Heery

Chair Lowe called the meeting to order at 1:08 p.m. and welcomed Pargen Robertson, GWCCA In-House Legal Counsel, and Carla Sayeh, GWCCA Director of Internal Audits. Mr. Poe recognized Norma Burgner for her twenty years of service with MGR and Levy Restaurants.

At this time Chair Lowe asked for a motion to approve the June 24, 2014 meeting minutes.

*A motion to approve the June 24, 2014 meeting minutes was made by Glenn Hicks, seconded by Doug Tollett, and unanimously approved.*

## **JUNE FINANCIAL REPORTS**

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

### **GEORGIA WORLD CONGRESS CENTER**

The Congress Center projected a net loss of (\$925,913) for the month but had an actual net loss of (\$1,396,755), a negative variance of \$470,842. June revenue was under budget due F&B shortfalls and operating expenses coming in over budget. YTD the Congress Center projected a profit of \$1,344,264 but had an actual profit of \$553,770, a negative variance of \$790,494.

### **GEORGIA DOME**

The Dome projected a net loss of (\$917,615) for the month, but had an actual net loss of (\$2,775,759), a negative variance of \$1,858,144. The negative variance was due to additional expenses related to the new construction along with an improved contingency payment to the Falcons. YTD the Dome projected a profit of \$21,478,057 but has an actual profit of \$21,107,984, a negative variance of \$370,073.

### **CENTENNIAL OLYMPIC PARK**

The Park projected a net gain against budget of \$11,774 for the month but had an actual net loss of (\$131,693), a negative variance of \$143,467 due to additional expenses primarily from the Party in the Park and additional maintenance and repairs. YTD the Park projected a profit of \$231,527 but had an actual loss of (\$28,726), a negative variance of \$260,253.

Hotel/Motel Tax of \$24.9M was 3.12% over budget for the month and is 5.96% ahead of last year at this time.

The following June events resulted in an estimated 18,540 attendees and an estimated economic impact of \$35.2M for the month.

GWCC: Comic Con  
2014 Conference on Volunteering & Service  
The International Christian Booksellers Retail Show

Chair Lowe thanked Ms. Spinks for the reports.

## **NEW STADIUM PROJECT DESIGN DEVELOPMENT DOCUMENTS**

Bill Darden with Darden & Company reviewed the site construction updates which include the roadways and utility infrastructure. In summary:

- Abandonment of right of way in Mangum Street is complete, allowing capture of full NSP site construction limits.
- Demolition of Mangum Street and removal of utilities below are complete, allowing shift of traffic to temporary Mangum Street.
- Installation of Georgia Power duct bank in Northside Drive and Mitchell Street continues, providing additional redundancy to south and west side neighborhoods.
- Installation of domestic water main across Northside Drive on Mitchell Street has begun, also increasing redundancy to neighboring communities.

Bill Johnson with 360 Architects reviewed changes to the material design elements to include the following.

- NSP Exterior – stadium renderings;
  - Triangular façade steel structure changed to vertically oriented structure.
  - City window materiality changed from curtain wall to cable-stayed ETFE.
  - Exterior exposed “fin” columns materiality changed from steel to class A concrete.
  - Orientation of skylights at upper faced revised and reduced in size.
- NSP Public Access – stadium site plan;
  - Elevated East Plaza area reduced in size with incorporation of parking structure design.
  - North east GA entry elevation lowered from mezzanine level to field level.
  - Additional VIP and staff parking spaces provided on the south west corner of the site.
  - Loading dock modified to improve efficiency and security in relationship to rerouted Mangum Street.
  - Overall reduction of hard scape and introduction of greenery.
- NSP Public Accommodations – stadium floor plans;
  - Northwest GA entrance lowered from 1032 ft. to 1018 ft.
  - Suites added in lieu of alternate premium products, including flex suites and super suites.
  - Food & Beverage service point-of-sales (POS) were increased from 1 POS to 175 fans to 1 POS to 150 fans, throughout the building.
  - Roof structure columns enlarged and shaped into space defining elements.
- GWCCA’s ability to conduct Georgia Dome Legacy Events in accordance with sponsoring entity requirements – seating manifests and event level enlarged plans;
  - First two rows removed from lower GA sideline to allow for greater room on field for broadcast cart and team.
  - End zone field suites modified for additional camera position.
  - Modifications to lower bowl east end zone feathers.
  - Back of upper bowl superbowl/expanded retractable seating partially interrupted by structural columns moving inward and duct work.
  - Kitchen/broadcast moved to north event level.
  - Substantial increase in recycling capacity.

Steve White with Heery, the GWCCA Construction Representative, reviewed the design development review process. Pursuant to the PDA, the Authority has final approval rights over Material Design Elements for the NSP to include the final Conceptual Design Documents (achieved), the Schematic Design Documents (achieved), and the Design Development Documents. The Authority is to review and approve Material Design Elements which:

- Affect the exterior appearance;
- Affect public access to the facility (safety, convenience, etc.);
- Affect public accommodations (i.e. number of restrooms, seats, concessions); and
- Affect the Authority's ability to conduct Legacy Events.

The Authority received a total of 2,157 construction drawings on June 23, 2014. The Authority established a thirty day schedule to complete the review of the drawings. The review was conducted by Heery and the designated GWCCA Team which includes Frank Poe, Kevin Duvall, Carl Adkins, Adam Straight, Erik Waldman, Jim Ridgway, Patrick Skaggs, and Josh Robison. GWCCA comments were submitted to StadCo by July 22, 2014. 100% NSP Design Development Documents have been reviewed and accepted by staff and the StadCo.

Staff recommends Board approval of the 100% NSP Design Development Documents.

*A motion authorizing the Executive Director to approve on behalf of the Authority the 100% NSP Design Development Documents delivered by StadCo to the Authority was made by Glenn Hicks, seconded by Doug Tollett, and unanimously approved.*

## **GWCC BROKERAGE AGREEMENT AND ATLANTA HALL MANAGEMENT ADVERTISING LICENSE AGREEMENT**

The Authority utilizes digital signage on the interior and exterior of the Congress Center. Current advertising and brokerage programs were reviewed. Topics covered included:

- History – discovery, timeline, revenue  
Mark Geiger and his team started in 2008 to monetize our digital assets and create new revenue streams.
- Outside expertise  
Staff has continued to educate themselves relative to the potential value of the inventory the Congress Center possesses, which included pricing strategy advice from experts.
- Inventory  
Currently have 75 screens at 34 locations inside and outside the Congress Center.  
Future inventory could include kiosks inside and billboards outside the Congress Center.
- GWCC Brokerage opportunity  
During NSP discussions, staff sought a relationship with the Falcons to sell advertising but could not arrive at mutual terms.  
Next steps include preparing an RFQ for commercial advertising and finalizing the ambush marketing terms in the NSP Site Coordination Agreement.
- Atlanta Hall Management (AHM) advertising opportunity  
In May 2014, Atlanta Hall Management made an offer to exclusively sell our new billboard on the Marietta Street parking deck. Staff was successful in negotiating the following advertising license agreement terms.

AHM proposal terms received July 1, 2014 included:

- The GWCCA will offer AHM the exclusive rights to sell eight (8) 10 second spots (out of 12 total spots) 120 seconds.
- All advertising content will be submitted to the GWCCA for approval and upload.
- The remaining four (4) 10-second spots will be utilized at the GWCCA's discretion.
- The GWCCA will accept \$250,000 in annual revenue, 100% inuring to the GWCCA, guarantee for five (5) years.
- AHM will receive 10% commission on billboard ad revenue sold over the \$250,000.
- GWCCA will be responsible for all operational costs.

In summary, an RFQ will be posted for commercial advertising and Atlanta Hall Management is ready to sign an advertising license agreement based upon terms outlined.

Staff recommended Board authorize the Executive Director to continue negotiations with Atlanta Hall Management to finalize an Advertising License Agreement.

At this time Chair Lowe asked for a motion to approve staff recommendation.

*A motion authorizing the Executive Director to continue negotiations with Atlanta Hall Management regarding the terms and conditions of a proposed agreement granting to AHM a license to advertise or to sub-license to others a right to advertise on a digital billboard located on the parking deck facing northward on Marietta Street was made by David Allman, seconded by Bill Rice, and unanimously approved.*

#### **AUTHORIZATION FOR A LICENSE TO SELL/DISPENSE ALCOHOLIC BEVERAGES (CFHOF & SITCC)**

Under the Georgia World Congress Center Act, the Authority has the power to grant permits authorizing others to sell or dispense alcoholic beverages for consumption on its campus. The Authority also has the responsibility to determine and regulate by resolution the conditions under which such sales or dispensing of alcoholic beverages for consumption on the premises shall be allowed. Two such previous resolutions were passed, one in 1992 (authorizing sales of alcoholic beverages in the congress Center and the Georgia Dome) and one in 1997 (authorizing sale of alcoholic beverages in Centennial Olympic Park and on International Plaza.

Staff now recommends approval of a resolution authorizing sales, dispensing, or distribution of alcoholic beverages with the College Football Hall of Fame, the Savannah International Trade & Convention Center, and within remaining property under management and control by the Authority.

At this time Chair Lowe asked for a motion to approve staff recommendation.

*A motion authorizing the Executive Director to issue one or more licenses to permit the sale, dispensing, or distribution of alcoholic beverages within the College Football Hall of Fame, Savannah International Trade & Convention Center, and upon and within the remainder of the territorial limits of property of or under the management and control of the Authority was made by Doug Tollett, seconded by Bill Rice, and unanimously approved.*

At this time Chair Lowe asked for a motion to move into Executive Session for Attorney-Client Privilege and real property discussion.

***A motion to move into Executive Session for the purpose of real property discussion was made by Doug Tollett, seconded by Bill Russell, and unanimously approved.***

The regular GWCCA Board of Governors meeting reconvened at 2:52 p.m.

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

RESPECTFULLY SUBMITTED:

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DALE AIKEN  
ASSISTANT SECRETARY

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BILL RUSSELL  
SECRETARY