



GCVB Board of Director's Minutes

May 27, 2020

Location: GCVB's Paul Duke Room

Attendance: Members in attendance were Richard Tucker, Tom Martin, Commissioner Jace Brooks, Nick Masino, and Commissioner Marlene Fosque. Members in attendance via Zoom were Bert Nasuti, Tommy Hughes, Laura Grams, Marcy Adams, Beth Hilscher and Norberto Sanchez. Also present were Preston Williams, Lisa Anders, Stan Hall, Jennifer Silas, Monte Ortel, Lee Tucker, Sondra Thomas-Moore and Suzanne Corbin.

Board Member Brett DeLoach and Dr. Mark Newton were absent.

Call to Order:

Chairman Richard Tucker welcomed the group and called the meeting to order at 4:00 pm.

Adoption of Minutes:

Minutes of the March 25, 2020 meeting of the board of directors were previously forwarded to all board members for their review. The minutes were allowed to stand as presented.

Financial Report GC / GCVB:

Marcy Adams reported that the shutdown had not significantly impacted financials through March. As of March 31, 2020 all reserves were still intact. All reserves and contingencies are funded.



GCVB Update:

Lisa Anders reported that Hotel/Motel collection was down 45% in March & down 79% in April. March occupancy was 50.6% (the highest performing county in Georgia) with an ADR of 70.82. April occupancy was 36.5% with an ADR of 54.19. Ms. Anders noted an incremental increase in hotel occupancy on a daily basis.

Ms. Anders also reported on March through May Group Sales Highlights, including eight (8) new definite bookings and a total of 6,889 total room nights. In addition the Explore Gwinnett Sales Team was able to re-book 82% of the cancelled room nights.

In marketing updates the First Gwinnett Beer Tour has been postponed to July or August, and the Seoul of the South Food Tours have been rescheduled to the Fall.

GSC Update:

Monte Ortel reported on bids for six upcoming sporting events including the 2023 U.S. Pickleball Regional Tournament, 2023 ACC Baseball Championship & 2023 USA Junior Nationals.

IEC Update:

Jennifer Silas reported that cost cutting measures are in place and the Infinite energy Center saved approximately \$250,000 in direct expenses compared to budget.

Stan Hall indicated that the IEC is developing a Business Return Plan (BRP) featuring 11 support functions with focus on preparing IEC's campus for a return to business & hosting events.

Mr. Hall also reported that the Infinite Energy Center will become accredited under the Global Biorisk Advisory Council STAR program.

Old Business:

Preston Williams updated the ongoing expansion & renovation of the Infinite Energy Center Forum.



New Business:

Lisa Anders presented a request to provide Chairman Richard Tucker ratification authority for the “Arts in Communities” grant program. Commissioner Jace Brooks made a motion to that effect, and it was seconded by Tom Martin. Upon motion duly made and properly seconded was unanimously approved.

At 4:50 pm, Nick Masino made a motion for the Board to enter Executive Session. The motion was seconded by Tom Martin.

At 5:10 pm the Board returned from Executive Session.

Adjournment:

It was agreed that the next meeting of the GCVB Board of Directors will be held Wednesday, August 26, 2020 at 4pm in the GCVB Paul Duke Room.

There being no further business, Chairman Richard Tucker adjourned the meeting at 5:15 pm.

A handwritten signature in black ink that reads "Preston Williams". The signature is written in a cursive, flowing style.

Preston Williams, Chief Executive Officer
Gwinnett Convention and Visitors Bureau/Infinite Energy Center