



GCVB Board of Directors Minutes

October 28, 2020

Paul Duke Room/ Zoom

Attendance: Members in attendance were Richard Tucker, Bert Nasuti, Tom Martin, Commissioner Jace Brooks, Nick Masino, Brett DeLoach and Beth Hilscher. Members attending via Zoom were Laura Grams, Marcy Adams, Commissioner Marlene Fosque and Dr. Mark Newton.

Also present were Preston Williams, Lisa Anders, Stan Hall, Robyn Ali, Jennifer Silas, Monte Ortel, Sondra Thomas-Moore and Katie Brejda. Lee Tucker attended via Zoom.

Board Members Tommy Hughes and Norberto Sanchez were absent.

Call to Order:

Chairman Richard Tucker welcomed the group and called the meeting to order at 4:02 pm.

Adoption of Minutes:

Minutes of the August 26, 2020 meeting of the board of directors were previously forwarded to all board members for their review. Upon motion duly made properly seconded, minutes for the August 26, 2020 board meeting were unanimously approved.

Financial Report IEC/ GCVB:

Marcy Adams reported that the staff has continued to watch their spending and cutbacks. Currently all accounts are funded as they need to be.

GCVB Update:

Lisa Anders reported that Hotel/Motel are picking up with a current Occupancy Rate of 60%, however, the Average Daily Rate is still challenging. October is on trend to do well with over 10 days exceeding 65% occupancy. Ms. Anders reported a September Occupancy of 59% and that we are still leading our regional comp set. For September and October, there were a combined 9,734 Definite Group Room Nights mainly due to Amazon and Operation Christmas Child. Although this year has been tough, the number of room nights for September is higher than in September 2019. Ms. Anders stated that a bid was won to host the first 'post-COVID' association group meeting in Gwinnett for early 2021.

Ms. Anders stated that in Film/TV there are currently 8 major productions with 10-12 location requests weekly. It is anticipated that January will start the peak Film/TV season and we should see an uptick in hotel rooms being booked by crews.

Ms. Anders stated that the Gwinnett Creativity Fund has completed their first-round grants. The Operation Grants were able to successfully fund 100% of the eligible grant requests totaling \$51,000. While the Projects Grant awarded \$80,700 to support 4 public art projects, 5 performing arts, 2 Arts training and 1 art festival/event. Ms. Anders stated that the next grant cycle will begin in January 2021.

In Tourism development and marketing, Ms. Anders updated the Board that there are discussions regarding the creation of a short-term rental compliance and collection program for Gwinnett County. Additionally, the first socially distanced “Seoul of the South” food tour in September was sold out.

GSC Update:

Monte Ortel reported that the sports industry in Gwinnett has made some announcements regarding upcoming seasons. Mr. Ortel relayed that the Georgia Swarm announced this week that they anticipate their season to begin in April and the Gwinnett Stripers will likely start in May, both teams expect to play a full season. However, the Atlanta Gladiators have declined to play in their upcoming season.

Mr. Ortel stated that the PGA Tour LocaliQ Series Championship is set for November 17-20 at TPC Sugarloaf. He stated that while there will be no spectators, the GSC and MEC staff have assisted with hotel room blocks, management, and volunteers.

Mr. Ortel informed the Board that there are a few events in the next few months that will occur as a result of working with the IEC staff to create spaces for sports related events.

IEC Update:

Stan Hall informed the Board that Gas South is acquiring Infinite Energy and its assets, including the Naming Rights of the Center. The sale should be finalized by the end of the year, with a transition set to begin in January. There has been an internal transition committee formed. Gas South brings a similar culture as Infinite Energy and look forward to the partnership.

Jennifer Silas gave an update on event income and expenses.

Robyn Ali reported the year-to-date event attendance was 216,897 from 144 events. There are a number of holiday events that are still planning to utilize the Forum and Theater and have assisted in marketing, keeping the IEC brand relevant. Additionally, Ms. Ali stated that there have been three distinct marketing pushes with #ForumFridays, the nation-wide campaign of #WeMakeEvents, and a focus on getting back to business. Ms. Ali stated that a return to business video for IEC was just completed and will be added to all media sites.

Ms. Ali stated that in regard to the project, there have been upgrades made that will also help with the return to business and following COVID-19 protocols. These include the completion of

updated air filters throughout campus, automatic sinks and toilets in the Arena and new IPTV/POS systems.

Ms. Ali stated that IEC has also been working with our partners and local non-profits as a way to serve the community while still being present.

Old Business:

Preston Williams updated on the projects stating that the Expansion and Renovation is moving along with the guaranteed maximum price (GMP) #4 being finalized with the fifth in the pipeline. Mr. Williams also updated the Board that the conversations with the Hotel are still occurring and there is a standing phone call every other week for a status update.

New Business:

Chairman Richard Tucker thanked the Budget Committee for their work with the staff and Bert Nasuti presented the 2021 Budget, characterizing it as very conservative with the upcoming year. With the recommendation by the Budget Committee, not needing a second, the Budget for 2021 was unanimously approved.

Chairman Tucker relayed the recommendations from Chair Tommy Hughes of the Nominating Committee for the terms of Marcy Adams, Norberto Sanchez and Richard Tucker to be renewed, with Dr. Mark Newton's term expiring; appointing Kevin Hill to the Board, and keeping the officers appointed in 2020 the same in 2021 with Richard Tucker, Commissioner Marlene Fosque, Marcy Adams, and Bert Nasuti. With the recommendation by the Nominating Committee, not needing a second, the Board of Director appointments were unanimously approved.

Chairman Tucker thanked both Dr. Mark Newton and Commissioner Jace Brooks, as his seat on the Board will be decided in the Gwinnett County Commissioner District 1 election, for their dedication to the Board.

Adjournment:

It was agreed that the next meeting of the GCVB Board of Directors will be held Wednesday, January 27, 2020 in the GCVB Paul Duke Room.

There being no further business, Chairman Richard Tucker adjourned the meeting at 5:05 pm.



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