GCVB Board of Directors’ Minutes
August 14, 2015
Conference Call

Attendance:
Members on call were Kevin Hill, Richard Tucker, Tommy Hughes, Marcy Adams, Dr. Mark Newton, David Kohlasch and Bert Nasuti. Also on call were Preston Williams, Lisa Anders, Stan Hall, Lee Tucker, Joey Dennis and Sondra Murrah.

Board member Mayor Bucky Johnson, Laura Grams, Commissioner Jace Brooks, Tom Martin, Commissioner Lynette Howard, and Dr. Daniel Kaufman were not on call.

Call:
Preston Williams thanked everyone for taking time out of their schedule. The call began at 9:03 a.m.

Preston explained that in late 2014 we were approached by Infinite Energy, a gas retailer, to discuss naming rights for Gwinnett Center. After much ongoing discussion & negotiations, we have come to an agreement. Preston noted we were not previously able to announce this information because of a non-disclosure.

Lee Tucker explained that the Resolution authorizing the Chairman, on behalf of the GCVB, to execute the naming rights agreement was forward to everyone. This agreement is a 20-year deal with a net result of 18 million over 20 years:

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The name of the Gwinnett Center will change to the Infinite Energy Center and the different venues will be renamed:

- Infinite Energy Arena
- Infinite Energy Forum
- Infinite Energy Theater

Preston noted that the new branding signage would be gradually changed out of the next few months, and that a budget for all of the branding change will be developed. The capital cost (capped at $1.5m) of the branding change will be split 50/50 between the GCVB and Infinite Energy.
Infinite Energy co-founders are Rich Blaser and Darin Cook. Mr. Blaser will be attending our August 26th board meeting to introduce himself and the company.

David Kohlasch asked if this had been a competitive process in selecting a naming partner.

Preston explained that over the years we had been approached several times, but because naming rights where never a highest priority, the discussion never really progressed. But in the case of Infinite, once both parties got to know one another it became clear that this was a partnership worth pursuing.

Joey Dennis agreed noting that the Infinite Energy deal is 25-40% better than any deal in the industry for similar size facilities. Joey also noted that Infinite has a strong commitment to “giving back” and plan to rollout special promotions that will benefit selected segments of the community.

Richard Tucker explained that throughout the years we have always discussed the possibility of naming rights but have always wanted Gwinnett in the name, but studies have shown that this may not necessarily be the best idea and we now feel that this is a very positive move for us.

Tommy asked if this agreement gives Infinite control of the marquee sign.

Preston explained that other than their name being showcased, the Center will maintain control of the marquee.

Kevin Hill asked if the County Commission had to sign off on this agreement.

Preston answered no, but advised that they had all been apprised of the agreement.

Tommy Hughes made a motion authorizing the Chairman, on behalf of the GCVB, to execute the naming rights agreement. Bert Nasuti seconded the motion and it was unanimously carried.

Preston thanked everyone and noted that the Press Release will go out this afternoon.

The call was ended at 9:31 a.m.

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