



GCVB Board of Director's Minutes

January 22, 2020

Location: GCVB's Paul Duke Room

Attendance: Members in attendance were Richard Tucker, Bert Nasuti, Tommy Hughes, Tom Martin, Commissioner Jace Brooks, Laura Grams, Commissioner Marlene Fosque, Marcy Adams, Nick Masino, Brett DeLoach, Dr. Mark Newton, Beth Hilscher, and board member emeritus Col. Art Rilling. Also present were Preston Williams, Lisa Anders, Stan Hall, Joey Dennis, Jennifer Silas, Ron Jackson, Monte Ortel, Lee Tucker, Sondra Thomas-Moore, Arielle Kass - AJC and Suzanne Corbin.

Board Member Norberto Sanchez was absent.

Call to Order:

Chairman Richard Tucker welcomed the group and called the meeting to order at 5:08 pm.

Adoption of Minutes:

Minutes of the November 13, 2019 meeting of the board of directors were previously forwarded to all board members for their review. Upon motion duly made by Commissioner Jace Brooks and properly seconded by Nick Masino, minutes for the November 13, 2019 board meeting were unanimously approved.

Financial Report GC / GCVB:

Marcy Adams reported that Year to date GCVB operating income is \$541,357 higher than budget, and that reserves continue to be adequately funded. The Baseball Capital Reserve is funded at \$500,000.

GCVB Update:

Lisa Anders reported that Hotel/Motel collection was approximately 7.5% ahead of last year. November Occupancy was #1 in the comp set at 68.4%, while December Occupancy also ranked #1 in the comp set at 61.8%. 2019 Hotel Occupancy was 71.2%.

Ms. Anders also reported that October – December had 11,020 definite room nights, with 12 groups turned definite & 13 additional group leads issued.



Ms. Anders highlighted efforts made with Samaritan's Purse which resulted in hosting their primary meeting planner event for 35 days, with 2,315 room nights & \$245,000 in hotel room night revenue. In addition, GCVB hosted a Samaritan's Purse Volunteer luncheon.

In other Marketing Communications news, 3 of the 8 ARTober events held across the county were sold out. During 2019 the GCVB website had 307,835 web sessions with 246,211 users & 539,191 page views.

GCVB is partnering with Southern Beer Tours (SBT) to create Gwinnett Beer Tours in 2020.

In Film Industry news, Ms. Anders reported that 81 county permits were issued during 2019, with an average of 3 locations per permit & a total of 175 location shoots. Gwinnett County Parks and Rec received \$75,000 in park rental fees, while off duty Gwinnett County Police officers worked more than 5,000 hours & generated better than \$300,000 for off duty film/TV work during 2019.

Also, GCVB hosted the annual Hospitality Industry Luncheon where more than 6,000 items were collected for weekend food pantry bags to be distributed to Gwinnett County schoolchildren in need.

Chairman Richard Tucker thanked Ms. Anders for her efforts in the Film & TV industry. Chairman Tucker also praised her team for their efforts during 2019.

GSC Update:

Monte Ortel reported that the Economic Impact from professional teams during November & December brought in \$149,292 from 638 room nights. Among the GSC events, over 1,700 gymnasts participated in the Atlanta Crown Invitational. The Big Peach Slam Jam is being held January 25 – 26 & the USA Powerlifting Georgia State Championships will be held February 8-9. Also, the SEC Women's Gymnastics Championships are scheduled for March 11 in Infinite Energy Arena.

In addition, Mitsubishi Electric U.S., Inc. & PGA TOUR Champions announced a 5-year partnership extension.

IEC Update:

Jennifer Silas reported a year to date Total Event Income of \$6,980,311 and more than \$1.5 million in Income before Depreciation.

Total event attendance for 2019 was 1,096,721 from 486 events.



Joey Dennis & Ron Jackson reviewed new parking procedures which go into effect February 1, 2020. Hourly rates will range from \$5 to \$10 and vary by event. Parking will be free for the first two hours on non-event days. Event Valet parking will be available for \$25. A complete overview of all parking policies is available on the Infinite Energy Center website.

Old Business:

Stan Hall provided a Westin Hotel presentation to the Board. Groundbreaking will be held January 27th at 10am.

New Business:

Richard Tucker welcomed back Beth Hilscher, who was again recommended by the Gwinnett Municipal Association & accepted by the GCVB Board.

Monte Ortel recommended a GSC Meetings Grant for Blaze Sports America in the amount of \$2,000 to be extended once rooms are verified. A motion to that effect was made by Tommy Hughes and seconded by Tom Martin. Motion properly made and seconded was unanimously approved.

Adjournment:

It was agreed that the next meeting of the GCVB Board of Directors will be held Wednesday, March 25, 2020 at 4pm in the GCVB Paul Duke Room.

There being no further business, Chairman Richard Tucker adjourned the meeting at 6:08 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