



GCVB Board of Directors Minutes

March 25, 2020

Conference Call-in

Attendance: Members in attendance were Richard Tucker, Bert Nasuti, Tommy Hughes, Tom Martin, Commissioner Jace Brooks, Laura Grams, Nick Masino, Brett DeLoach, Dr. Mark Newton, Beth Hilscher and Norberto Sanchez. Also present were Preston Williams, Lisa Anders, Stan Hall, Joey Dennis, Jennifer Silas, Monte Ortel and Sondra Thomas-Moore.

Board Member Marcy Adams and Commissioner Marlene Fosque 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 January 22, 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 January 22, 2020 board meeting were unanimously approved.

Financial Report GC / GCVB:

Year to date GCVB operating income through February is \$238,914 higher than budget, and reserves continue to be adequately funded. The annual Stadium payment was made to Gwinnett County in January in accordance with budget.

GCVB Update:

Lisa Anders gave update on Explore Gwinnett's crisis plan. Currently, 95% of staff is working from home, with regularly scheduled conference/planning calls with their department director/Executive Director.

She has reviewed 2020 budget and both EG/GSC were able to earmark over \$500,000 in possible budget cuts, as well as implement a budget freeze (apart from contractual or pre-paid projects) already underway.

She reported projected monthly occupancy in March of about 40%, with extremely decreased occupancies in April and May. The county will re-forecast the budget in mid-year, and the cost savings will help mitigate the budget cuts.

Some groups are still holding dates in May and beyond, and the sales team has sent out several leads in past week for late 2020 or beyond meetings. EG is communicating/engaging with all the hotels on a regular basis through Zoom, phone calls and one on one meetings.

GSC Update:

Monte Ortel reiterated the GSC is reducing expenses, spending and travel. Sales staff working with various sports events to reschedule in Q3 or Q4. As of today, the Georgia Swarm is still holding a few dates and Stripers are delaying season start to June.

IEC Update:

Jennifer Silas reported a year to date total event income of \$1,012,845, other operating income of \$492,713, adjusted gross Income of \$1,505,558, total indirect expenses of \$1,677,875 and income before depreciation of -\$172,317.

Year-to-date event attendance was 140,058 from 104 events.

Joey Dennis both January and February were solid months, and one highlight was the Arena nomination by the Academy of Country Music for "Arena of the Year."

COVID-19: Working closely with suite holders/premium sponsors to keep them updated. The last event was the PBR Rodeo, which was held without patrons. Event did well despite no attendance. Staff is working to cut costs, review contracts and have implanted a spending freeze. Employees working from home, with some Directors rotating in to work the building.

Old Business:

Preston Williams updated on the Expansion/Renovation project. It is moving forward; the hotel project is well underway, and the underground retention project is coming along well. Preston noted that we have had some good conversations on the Mixed-Use development and are hopeful about moving forward with a new developer.

New Business:

Richard Tucker updated the board that Joey, Preston, Lisa, Stan and Monte continue to meet to discuss the plans going forward.

Stan Hall updated on the parking decks, advising board Gwinnett County has requested to use one of our decks for COVID-19 testing. This would be monitored by both Gwinnett County Police and health officials. We will continue to meet and reevaluate the numbers as well as the next steps.

Lisa Anders reviewed a Meetings Grant for a May 2020 Administrative Assistants Conference to be held at 12 Stone. The grant request, (\$1,500) would be used to secure transportation from the venue to downtown Lawrenceville for an evening event. A motion to that effect was made

by Commissioner Jace Brooks and seconded by Laura Grams. Motion properly made and seconded was unanimously approved.

Richard reiterated that we are in uncharted territory with this COVID -19, if anyone has any questions, comments or suggestions please feel free to reach out to any of us.

Laura Grams thanked the leadership for the job they are doing.

Adjournment:

It was agreed that the next meeting of the GCVB Board of Directors will be held Wednesday, May 27, 2020 at 4pm in the GCVB Paul Duke Room.

There being no further business, Chairman Richard Tucker adjourned the conference call at 4:42 pm.



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