

**GCVB Board of Directors Minutes**

**January 25, 2024**

**Location: Gas South Convention Center - Juniper**

**Attendance:**

Members in attendance were Marcy Adams, Laura Grams, Kevin Hill, Nick Masino, Chairwoman Nicole Love Hendrickson, Commissioner Kirkland Carden, Norberto Sanchez, Adrienne Hood and Beth Hilscher.

Also present were Lisa Anders, Stan Hall, Monte Ortel, Robyn Ali, Ashley Hamilton, Sondra Thomas-Moore, Katie Brejda, and Olivia Hedges.

Board Members Richard Tucker, Jose Marquez, Rick Desai, and Tommy Hughes were absent.

**Call to Order:**

Chairwoman Marcy Adams welcomed the group and called the meeting to order at 4:09 PM. Chairwoman Adams also welcomed Adrienne Hood to her first meeting as a GCVB Board of Directors member.

**Adoption of Minutes:**

Minutes of the October 25, 2023 meeting of the Board of Directors were previously forwarded to all board members for their review. Upon motion duly made by Laura Grams and properly seconded by Norberto Sanchez, minutes for the October 25, 2023 board meeting were unanimously approved.

**Financial Report GSD/ GCVB:**

Kevin Hill provided the financial report through the month of December. All accounts and reserves are funded as they should be.

**GCVB Update:**

Lisa Anders reported the Hotel/Motel rates in Gwinnett with collections and average daily rate remaining robust and ending the year 4% ahead of 2022, with FY 2023 occupancy ending at 68%.

**MEC Update:**

Ashley Hamilton provided an update on the Mitsubishi Electric Classic team with two new additions, Tyler Brummett (Sales) and Isabelle Nissen (Marketing), to the team.

Ms. Hamilton also shared Mitsubishi Electric Classic strategic goals for 2024 including a sales goal of \$2,316,300 in total revenues. Ms. Hamilton gave an overview of new opportunities for tournament and team growth, including staff professional development, increased marketing initiatives, and increased involvement in the local community.

Ms. Hamilton announced the tournament schedule of events to take place April 22 – April 28, with a focus on sustainability as the tournament will occur during Earth Week.

**GSD Update:**

Monte Ortel gave a year-to-date update of event income and expenses.

Robyn Ali reported key highlights at Gas South District in 2023, with total event income increasing 55.3%, one million visitors to campus in 2023, and the fifteen millionth all-time visitor to campus in 2023. Ms. Ali shared that Gas South Arena was ranked twenty-third worldwide for venues with 10,001-15,000 capacity by Billboard Magazine, and that Gas South Theater exceeded income expectations for 2023 with venue renovations and new programming strategies in place.

Ms. Ali outlined several 2024 objectives including enhanced programming, continued expense control, an extension of the ELEVATE program designed for part-time employees, and a goal of increasing multi-day events.

**Old Business:**

Stan Hall shared copies of the 2023 GCVB Annual Report with the Board.

Mr. Hall provided an update on the Westin Atlanta Gwinnett and medical office building projects.

**New Business:**

Stan Hall announced 2024 plans for Gas South District to identify areas of Gas South Arena in need of upgrades.

**Adjournment:**

It was agreed the next meeting of the GCVB Board of Directors will be held Wednesday, March 20<sup>th</sup> at 4:00 pm in Explore Gwinnett's Paul Duke Room. There being no further business, Chairwoman Marcy Adams adjourned the meeting at 4:29 PM.



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Stan L. Hall, Chief Executive Officer  
Gwinnett Convention and Visitors Bureau