

GCVB Board of Directors Minutes

March 22, 2023

Location: Explore Gwinnett - Paul Duke Room

Attendance:

Members in attendance were Marcy Adams, Richard Tucker, Bert Nasuti, Nick Masino, Tommy Hughes, Laura Grams, Commissioner Kirkland Carden, Jose Marquez, Norberto Sanchez, and Beth Hilscher.

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

Board Members Kevin Hill, Chairwoman Nicole Love Hendrickson, and Rick Desai were absent.

Call to Order:

Chairwoman Marcy Adams welcomed the group and called the meeting to order at 4:01 PM.

Adoption of Minutes:

Minutes of the January 25, 2023 meeting of the Board of Directors were previously forwarded to all board members for their review. Upon motion duly made by Richard Tucker and properly seconded by Beth Hilscher, minutes for the January 25, 2023 board meeting were unanimously approved.

Financial Report GSD/ GCVB:

Bert Nasuti provided the financial report for the months of January and February. All accounts and reserves are funded as they should be. The GCVB's approved Georgia Tourism Development Act sales tax rebate was submitted for the first time. Refunds will continue to escalate with the completion and opening of the Westin Atlanta Gwinnett.

GCVB Update:

Lisa Anders reported the Hotel/Motel revenues for January were approximately thirty-two (32) percent ahead those of 2022, with February numbers still pending. The ADR and occupancy rates continue to maintain a positive trend through March. Gwinnett shows an 8% increase in occupancy and 12% in ADR over FY 2022.

Ms. Anders provided group sales updates. Explore Gwinnett's sales team shows a pace sixty-five (65) percent ahead of 2022 has booked a total of 20,100 hotel room nights for 2023.

2023 Gwinnett Burger Week has showed ongoing success, with 25 participants, a new "Judge's Choice" Burger Contest, "People's Choice" online voting, and an aim to showcase small-business and independently owned restaurants.

Additionally, Explore Gwinnett launched a new website, released a new magazine, and added more Seoul of the South food tours, which have sold out for 2023.

In Film & TV, Q1 in Gwinnett showed a busy start with twenty-five (25) productions filmed. Explore Gwinnett has continued to focus on training and workforce development with providing education on best practices for three (3) camera-ready offices and supporting Berkmar/Meadowcreek Training Program and Fresh Films Training Program for students and young adults.

GSC Update:

Ashley Hamilton announced the Gwinnett Sports Commission assisted with four (4) events for the first quarter and forecasted another seven (7) events for April – May.

Ms. Hamilton provided an event highlight of the March 2023 SEC Women’s Gymnastics Championships with a focus on creating a positive athlete experience.

Ms. Hamilton gave an update regarding the Gwinnett County professional teams.

Ms. Hamilton provided an update of the Mitsubishi Electric Classic scheduled for May 1 – May 7. Currently, the sales team has secured eighty-two (82) percent of their 2023 Tournament sales goal and 290 volunteers have been registered. Ms. Hamilton shared an updated schedule of events for the week and passed out Board shirts and credentials.

GSD Update:

Jennifer Silas gave an update of January/February event income and expenses.

Robyn Ali reported the year-to-date event attendance is 160,739 from fifty-nine (59) events. Key events over the past two months include SEC Women’s Gymnastics Championships, two (2) UGA Women’s Gymnastics Events, the Westin Topping Off Event, the Gwinnett County Hiring Event, and eleven (11) days of filming.

Ms. Ali gave a Convention Center sales update, reporting that the sales team exceeded their total rental budget for 2023 by forty (40) percent.

Ms. Ali provided a marketing/public relations update and discussed website updates made to increase ticket traffic. Ms. Ali announced several renewals and suite holders.

Ms. Ali outlined upcoming spring events including Disney on Ice, Zach Bryan, TOMORROW X TOGETHER, The Cheer Tour, and Heather Land.

Old Business:

Stan Hall provided an organizational update highlighting new employee engagement programs, "ELEVATE," "Biscuits and Banter," and the third ATLS Program class. Mr. Hall reported the positive reception of the 2nd Gas South District Speaker Series: A Conversation On Crime in February, with a 3rd Speaker Series event being planned for late July.

Mr. Hall relayed financial news from Regions Bank and legislative news regarding sports betting and casinos.

Mr. Hall shared the announcement of the new Westin Atlanta Gwinnett Hotel general manager, Mark Castriota, and gave a campus project update. Mr. Hall stated that the Arena Greenspace is near completion and has the potential for hosting new, outdoor events.

New Business:

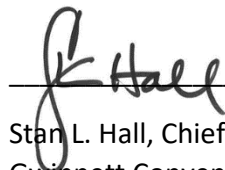
Stan Hall announced Business RadioX has moved their studio to Gas South District and will provide podcasting and live coverage for Gas South District events.

Mr. Hall reported that Gas South District was able to make a donation to S.T.R.A.P. (Seeking The Right Amendable Path), as a result of the 2nd Gas South District Speaker Series: A Conversation On Crime, and Gas South District is looking to restructure and expand its Charitable Contribution Policy for 2023.

Ashley Hamilton recommended a Meetings Grant for the Professional Pickleball Association for a maximum of \$3,500 evaluated based on trackable room nights. Upon motion duly made by Laura Grams and properly seconded by Nick Masino, the grants were unanimously approved.

Adjournment:

It was agreed the next meeting of the GCVB Board of Directors will be held Wednesday, May 24, 2023 in Explore Gwinnett's Paul Duke Room. There being no further business, Chairwoman Marcy Adams adjourned the meeting at 4:55 PM.



Stan L. Hall, Chief Executive Officer
Gwinnett Convention and Visitors Bureau/Gas South District