

GCVB Board of Directors Minutes

March 26, 2025

Location: Paul Duke Room - Explore Gwinnett

Attendance:

Members in attendance were Richard Tucker, Ron Garrard, Kevin Hill, Beth Hilscher, Marcy Adams, Carla Carraway, Laura Grams, Nick Masino, and Cheryl Neal.

Also present were Lisa Anders, Stan Hall, Leigh Hooten, Sondra Thomas-Moore, Jennifer Silas, Monte Ortel, Robyn Ali, Ashley Hamilton, Katie Brejda, Brian Easley, Jackie Dreher, Jeremiah Cooper, and Michelle Bryan.

Board Members Chairwoman Nicole Love Hendrickson, Adrienne Hood, Kirkland Carden, Rick Desai, and Norberto Sanchez were absent.

Call to Order:

Chairman Richard Tucker welcomed the group and called the meeting to order at 4:04 PM.

Adoption of Minutes:

Minutes of the January 30, 2025 Board of Directors meeting were previously forwarded to all board members for their review. Upon motion duly made by Marcy Adams and properly seconded by Kevin Hill, minutes for the January 30, 2025 board meeting were unanimously approved.

Financial Report GSD/ GCVB:

Kevin Hill provided the year-to-date financial report for 2025. All accounts and reserves are appropriately funded.

EG Update:

Lisa Anders reported the Hotel/Motel revenues for February and March, comparing the numbers to previous years. Gwinnett County shows a four (4) percent increase in ADR compared to February 2024.

Ms. Anders provided a group sales update. The sales team booked 19,302 definite room night bookings through the end of Q1, with leading bookings in social markets and association business. Ms. Anders commended the Explore Gwinnett team for a successful GACVB conference, with many attendees participating.

Ms. Anders shared an update on recent events the Explore Gwinnett team has recently been a part of, including SMPR Forum, Gwinnett Burger Week, and the LEAD Hospitality Program.

In Film & TV, Ms. Anders provided an update on the projects currently being filmed in Gwinnett County, most notably, Tulsa King and Will Trent.

In Gwinnett Hospitality safety initiatives, Ms. Anders reported the participation of 100% of Gwinnett County hotels regarding the Flock Safety installation and the Fusus installation being at 25%.

In Creativity Fund news, Ms. Anders stated that there were six (6) first-time applicants receiving awards, to be included in the total \$185,000 2025 project grant cycle.

GSC Update:

Leigh Hooten provided an update on the Gwinnett Sports Commission by highlighting two recent events, Atlanta Crown Gymnastics with over 2,500 participants and the USA Powerlifting Georgia State Championships with 325 athletes and 900 spectators.

Ms. Hooten also shared upcoming events, DUPR Collegiate National Championship, Gymnastics Events, and Max Mode Esports Tournament.

Ms. Hooten stated that she had the opportunity to present to the House Economic Development & tourism Committee to stress the importance of sports tourism.

GSD Update:

Jennifer Silas shared a year-to-date update on Gas South District event income and expenses.

Robyn Ali provided year-to-date event data, to include 85 total events, which is a 9% increase from last year, 162 event days, a 11% increase, and 179,000 total attendants.

Ms. Ali highlighted two sold out shows in 2025, Kelsea Ballerini and TobyMac and the introduction of the new Ringling show and NCT.

Ms. Ali shared events at the theater, including Queen Nation, Becky Robinson, Tribute Series updates.



Ms. Ali shared information about the Convention Center Food Hall being open Tuesday through Friday for regular service, a partnership with CVB and the Westin regarding the GACVB conference in February.

Ms. Ali highlighted the variety in events that will be hosted at the Arena, Theater, and Convention Center, including graduations, concerts, ballet, and musicals.

MEC Update:

Ashley Hamilton shared a player field update for the Mitsubishi Electric Classic presented by Vensure.

Ms. Hamilton highlighted the Folds of Honor Opening Ceremony, sustainability initiatives, and the complimentary fleet provided by Cadillac.

Ms. Hamilton provided updates for advertising, public relations, schedule of events, and credentials for the tournament.

GCVB Update:

Stan Hall recognized board members being highlighted in the internal staff newsletter and Board Member Nick Masino and Chairwoman Nicole Love Hendrickson being recognized at the 2025 American Values Dinner.

Mr. Hall shared his appreciation for Gwinnett Clean & Beautiful in their beatification efforts at Gas South District.

Mr. Hall detailed Leadership Unscripted and employee groups, ATLS and COMPASS as newest opportunities for staff engagement.

Mr. Hall invited the GCVB Board to an event as his appreciation for their hard work.

Old Business:

Stan Hall provided an update on the arena renovation project, music hall project, mixed-use project, medical office building project, Maison 6405, and Sugarloaf crosswalk project.

New Business:

Stan Hall shared with the board an ongoing project for marketing initiatives.



Adjournment:

The next meeting of the GCVB Board of Directors will be held Wednesday, May 28, 2025, in Explore Gwinnett's Paul Duke Room. There being no further business, Chairman Tucker adjourned the meeting at 5:03 PM.



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