

## **GCVB Board of Directors Minutes**

**May 24, 2023**

**Location: Explore Gwinnett - Paul Duke Room**

### **Attendance:**

Members in attendance were Chairwoman Nicole Love Hendrickson, Kevin Hill, Richard Tucker, Bert Nasuti, Nick Masino, Laura Grams, Commissioner Kirkland Carden, Jose Marquez, Rick Desai, and Beth Hilscher.

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

Board Members Marcy Adams, Tommy Hughes, and Norberto Sanchez were absent.

### **Call to Order:**

Vice Chairwoman Nicole Love Hendrickson welcomed the group and called the meeting to order at 4:03 PM.

### **Adoption of Minutes:**

Minutes of the March 22, 2023 Board of Directors meeting were previously forwarded to all board members for their review. Upon motion duly made by Richard Tucker and properly seconded by Commissioner Kirkland Carden, minutes for the March 22, 2023 board meeting were unanimously approved.

### **Financial Report GSD/ GCVB:**

Jennifer Silas provided the financial report for March and April. All accounts and reserves are appropriately funded.

### **GCVB Update:**

Lisa Anders reported the Hotel/Motel revenues for March and April were approximately nine (9) percent ahead those of 2022, with May numbers still pending. Gwinnett shows a 6.5% increase in ADR compared to FY 2022.

Ms. Anders provided a group sales update. The sales team booked 23 events in March/April, with over 22,000 definite room night bookings as of May.

In Explore Gwinnett Marketing, Ms. Anders highlighted the recent completion of National Travel and Tourism Week, the upcoming Gwinnett Beer Week in July, and the team's focus on increasing trade show marketing to bring more business to Gwinnett. Explore Gwinnett's new magazine is set for release next week.

In Film & TV, Q2 in Gwinnett showed a slowdown in streaming productions, which Ms. Anders attributed to the ongoing writer's strike. During the strike, Explore Gwinnett has continued to focus on generating new locations and expanding workforce training.

Additionally, Ms. Anders announced the completion of the 2023 Operations and Project Grant Cycles, with twenty-five (25) grants awarded totaling nearly \$200,000 for twenty (20) recipient organizations.

**GSC Update:**

Ashley Hamilton announced the Gwinnett Sports Commission assisted with seven (7) events for the months of April to May.

Ms. Hamilton gave an update regarding the Gwinnett County professional teams, as well as provided review of the 2023 Mitsubishi Electric Classic held on May 1 – May 7, crowning Stephen Ames as the champion. The next tournament is scheduled for April 22 – 28, 2024.

**GSD Update:**

Jennifer Silas gave an update of March/April event income and expenses.

Monte Ortel reported the year-to-date event attendance is 387,051 from one hundred forty (140) events. Key events over the past two months include four (4) concerts, seven (7) hockey games, four (4) lacrosse games, Disney on Ice, and Orange Conference.

Mr. Ortel gave a Convention Center sales update, reporting that the sales team exceeded their total rental budget and hired a new sales manager.

Mr. Ortel detailed updates to the Theater.

Mr. Ortel provided a Marketing and Business Development update of the completion of The Lawn, the addition of an Arena photo booth, and the addition of a Premium Services Coordinator.

Mr. Ortel outlined upcoming summer events including Brooks & Dunn, Bryan Adams, Forward Conference, Sam Smith, and NF.

**Old Business:**

Stan Hall provided an organizational update highlighting the opening of The Lawn at Gas South District, the dedication and opening of Gateway Park.

**New Business:**

Ashley Hamilton presented two meetings grants for review; upon motion duly made by Kevin Hill and properly seconded by Laura Grams, the grants were unanimously approved.

**Adjournment:**

It was agreed the next meeting of the GCVB Board of Directors will be held Wednesday, August 23, 2023 in Explore Gwinnett's Paul Duke Room. There being no further business, Vice Chairwoman Nicole Love Hendrickson adjourned the meeting at 5:21 PM.



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