

GCVB Board of Directors Minutes

May 27, 2026

Location: Paul Duke Conference Room – Explore Gwinnett

Attendance:

Members in attendance were Marcy Adams, Carla Carraway, Ron Garrard, Laura Grams, Kevin Hill, Beth Hilscher, Adrienne Hood, Nicole Love Hendrickson, Norberto Sanchez, and Richard Tucker.

Also present were Robyn Ali, Lisa Anders, Jackie Barr, Abdullah Burks, Brian Easley, Stan Hall, Ashley Hamilton, Leigh Hooten, Sondra Thomas Moore, Monte Ortel, and Jennifer Silas.

Board Members Kirkland Carden, Rick Desai, Nick Masino, and Cheryl Neal were absent.

Call to Order:

Chairman Richard Tucker welcomed the group and called the meeting to order at 4:02PM.

Adoption of Minutes:

Minutes of the March 25, 2026 Board of Directors meeting were previously distributed for review. Upon motion duly made by Laura Grams and seconded by Nicole Love Hendrickson, the minutes were unanimously approved.

GCVB Update:

Stan Hall introduced Gas South District partner Abdullah Burks, Regional Vice President of Proof of the Pudding to the Board.

Financial Report GSD/ GCVB:

Kevin Hill provided an update on financial performance for January through April 2026. All accounts and reserves are appropriately funded.

EG Update:

Lisa Anders reported year-to-date hotel and motel revenues and occupancy rates.

Ms. Anders provided updates on sales initiatives and targeted market efforts.

Additionally, Ms. Anders provided an overview of community development initiatives and tourism trends related to the FIFA World Cup 2026.

She also shared updates on the Explore Gwinnett Visitor Magazine, and the release of Seoul of the South passes.

Ms. Anders shared LEAD program updates, to include congratulations to the 2026 cohort for completing their class.

GSC Update:

Leigh Hooten provided a recap of the recent sporting events, including figure skating, wrestling, gymnastics, and biking events hosted in Gwinnett County.

Ms. Hooten also highlighted upcoming events and ongoing efforts to attract future sporting events.

GSD Update:

Jennifer Silas provided a year-to-date update on Gas South District event income and expenses for 2026.

Robyn Ali shared operational updates across the Arena, Theater, and Convention Center, including event activity and recent milestones.

Updates were also provided regarding the conclusion of the 2026 graduation season.

Mitsubishi Electric Classic Update:

Ashley Hamilton provided an update on the 2026 Mitsubishi Electric Classic, presented by Vensure, including tournament results and special events held during tournament week.

Ms. Hamilton highlighted the commitment of the volunteers who supported tournament week activities.

Ms. Hamilton also shared updates on corporate sponsors aligned with the organization for the tournament week.

New Business:

Stan Hall announced the recent event with the Atlanta Regional Commission, where positive feedback was received regarding staff, the facility, and leadership.

Brian Easley presented a resolution regarding the “Sound Yard” transaction and the Gwinnett Center 2026 Improvement Project. Upon motion duly made by Kevin Hill and seconded by Ron



Garrard, the Board unanimously approved the resolution and authorized the Chairman of the Board to execute all related documents.

Old Business:

Stan Hall provided updates on ongoing initiatives, including the monthly staff newsletter and progress related to major capital projects, including the arena renovation and parking deck.

Adjournment:

The next meeting of the GCVB Board of Directors will be held Wednesday, August 26th, 2026 at 4:00 PM in Explore Gwinnett's Paul Duke Room.

There being no further business, Chairman Richard Tucker adjourned the meeting at 4:58 PM.



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