

GCVB Board of Directors Minutes

May 28, 2025

Location: Paul Duke Room - Explore Gwinnett

Attendance:

Members in attendance were Richard Tucker, Ron Garrard, Kevin Hill, Beth Hilscher, Carla Carraway, Rick Desai, and Adrienne Hood.

Also present were Lisa Anders, Stan Hall, Leigh Hooten, Sondra Thomas-Moore, Monte Ortel, Robyn Ali, Brian Easley, Jackie Dreher, and Will Scott.

Board Members Chairwoman Nicole Love Hendrickson, Kirkland Carden, Marcy Adams, Laura Grams, Nick Masino, Cheryl Neal and Norberto Sanchez were absent.

Call to Order:

It was noted that a quorum was not present; therefore, no official business or votes could be conducted during the meeting. Any necessary board actions will be handled via electronic vote following the meeting or at the next regularly scheduled board meeting.

Adoption of Minutes:

Minutes of the March 26, 2025, Board of Directors meeting were previously forwarded to all board members for their review. Discussion was held, and support was expressed for approval; however, due to the absence of quorum, a formal vote will be conducted at the next regularly scheduled board meeting.

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 year-to-date. Gwinnett County shows a sixteen (16) percent increase in ADR compared to May 2024.

Ms. Anders provided a group sales update. The sales team booked 25,782 definite room night bookings through the end of Q1, with leading bookings in social markets and association business.

Ms. Anders shared an update on recent events the Explore Gwinnett team has recently been a part of, including World Korean Business Convention, Georgia Association of Chiefs of Police, and Church of God and Saints of Christ – Passover Event.

Ms. Anders also provided information regarding new business secured, ongoing conversations with groups, and sales efforts.

Ms. Anders commended the Explore Gwinnett marketing team on multiple successful marketing initiatives, resulting in increased advertising value and impressions.

In Film & TV, Ms. Anders provided an update on current film/TV projects, as well as sharing multiple film office collaborations.

Ms. Anders highlighted the successful Spring L.E.A.D. training cohort, with 22 graduates in the class. The Gwinnett Creativity Fund awarded twenty-five (25) applicants a total of \$185,000 in the first 2025 grant cycle.

In Gwinnett Hospitality safety initiatives, Ms. Anders reported the participation of 100% of Gwinnett County hotels regarding the Flock Safety program and noting Gwinnett County as being the only county in the United States with a comprehensive hospitality safety initiative. Ms. Anders also noted that the Fusus installation has been completed at 20 Gwinnett County hotels through partnership with GCPD, Norcross PD, and Lawrenceville PD.

GSC Update:

Leigh Hooten provided an update on the Gwinnett Sports Commission by showcasing the new Gwinnett Sports Commission logo and marketing efforts.

Ms. Hooten announced Gas South Arena will be hosting the 2026 Ally ACC Women’s Basketball Tournament, which will move from their long-time home in Greensboro, North Carolina. Ms. Hooten shared information from three recent events, PPA Veolia Atlanta Pickleball Championships with 1,400 participants, USA Wrestling Southeast Regional Championships, with 3,000 participants, and Speed Week, a series of criteriums throughout Georgia and South Carolina.

GSD Update:

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



Robyn Ali provided year-to-date event data, to include 184 total events, which is a 12% increase from last year, 353 event days, an 11% increase, and 327,000 total attendants, a 3% decrease from 2024.

Ms. Ali highlighted two sold-out shows in 2025, Forrest Frank and Disturbed & Daughtry. Ms. Ali also shared the sports season wrap, and the May graduation, to include twenty-five (25) high school graduations and two (2) college graduations.

Ms. Ali shared events at the theater, including a sold-out show by Tony Succar, The Addam's Family series to contribute to the total twenty-four (24) event days in April. Ms. Ali also provided that the 2025-2026 Tribute Series will be announced on June 5th.

Ms. Ali shared information about the Convention Center's biggest events to include the Gwinnett American Values Dinner, Georgia Association of Chiefs of Police, World Korean Business Convention, and four (4) high school graduations, three (3) college graduations, and four (4) Gwinnett County proms.

Ms. Ali provided highlights regarding Gas South District's April volunteer month, Talpa Graduate Giveaway, Convention Center pacing ahead 38% compared to 2024, and upcoming events, including Andrea Bocelli, Jordan Davis, and Disney on Ice.

Ms. Ali shared a variety of upcoming events in the arena, theater, and convention center.

MEC Update:

Monte Ortel congratulated Jerry Kelly, the ultimate winner of the 2025 Mitsubishi Electric Classic presented by Vensure.

Mr. Ortel highlighted the participation statistics for the various events during the 2025 Mitsubishi Electric Classic presented by Vensure, specifically highlighting the two hundred seventy-five (275) attendees to the Executive Women's Day at Gas South Convention Center.

Mr. Ortel commended the 400 volunteers for the 2025 Mitsubishi Electric Classic presented by Vensure, ensuring to provide how important the role is in the success of the event.

Mr. Ortel shared information recognizing the corporate sponsors for the 2025 Mitsubishi Electric Classic presented by Vensure.

GCVB Update:



Stan Hall recognized board members being highlighted in the internal staff newsletter year-to-date.

Mr. Hall relayed information about the GCVB Board Night event as a show of his appreciation for their hard work.

Mr. Hall detailed upcoming events that are in planning processes to include an upcoming Speaker Series event and a jazz programming event.

Mr. Hall gave an update on the Foundation that will be aimed at providing funds to local charities.

Old Business:

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

New Business:

Brian Easley shared an update regarding the documents of the agreement with Gwinnett County for the mixed-use development that will be at Gas South District. Due to the absence of a quorum, the vote to authorize Board Chairman Richard Tucker to sign the agreement documents with Gwinnett County for the mixed-use development will be conducted electronically.

Adjournment:

The next meeting of the GCVB Board of Directors will be held Wednesday, August 27, 2025, in Explore Gwinnett's Paul Duke Room. There being no further business, Chairman Tucker adjourned the meeting at 4:53 PM.



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