

## GCVB Board of Directors Minutes

August 23, 2023

Location: Explore Gwinnett - Paul Duke Room

### Attendance:

Members in attendance were Marcy Adams, Richard Tucker, Bert Nasuti, Kevin Hill, Nick Masino, Laura Grams, Commissioner Kirkland Carden, Jose Marquez, Tommy Hughes, Board of Commissioners Chairwoman Nicole Love Hendrickson, and Beth Hilscher.

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

Board Members Rick Desai and Norberto Sanchez were absent.

### Call to Order:

Chairwoman Marcy Adams welcomed the group and called the meeting to order at 4:00 PM.

### Adoption of Minutes:

Minutes of the May 24, 2023 Board of Directors meeting were previously forwarded to all board members for their review. Upon motion duly made by Bert Nasuti and properly seconded by Board of Commissioners Chairwoman Nicole Hendrickson, minutes for the May 24, 2023 board meeting were unanimously approved.

### Financial Report GSD/ GCVB:

Bert Nasuti provided the financial report for July. All accounts and reserves are appropriately funded.

### GCVB Update:

Lisa Anders reported the Hotel/Motel revenues for June and July were approximately eleven (11) percent ahead those of 2022, with August numbers still pending. Gwinnett shows a 6.6% increase in ADR compared to FY 2022.

Ms. Anders provided a group sales update. The sales team booked 26,174 definite room nights through the month of August, with seventy-five (75) percent of the one hundred twenty (120) definite groups booked in 2023 being new business to Gwinnett.

In marketing, Ms. Anders highlighted the success of Explore Gwinnett's Meeting Planner Sneak Preview of the Westin at Gas South District in June, and Gwinnett Beer Week in July, as well as the upcoming kickoff of Artober.

In Film & TV, production remains at a standstill during the ongoing strike. Explore Gwinnett has focused on expanding workforce training during the strike through a summer workshop for high school students at OFS.

Additionally, Ms. Anders announced the addition of a new Marketing Communications Coordinator, Kate Conaway, and Community Development Manager, Madison Chucci, to the Explore Gwinnett team.

**GSC Update:**

Ashley Hamilton announced the Gwinnett Sports Commission assisted with seven (7) events for the months of May to August, with five (5) confirmed events for the months of September and October, and two (2) recently won bids for events in spring of 2024.

Ms. Hamilton gave an update regarding the Gwinnett County professional teams, and announced Gwinnett's new Professional Women's Volleyball Team, the Atlanta Vibe, to be hosted at Gas South Arena.

**GSD Update:**

Jennifer Silas gave an update of year-to-date event income and expenses through the end of July.

Robyn Ali reported the year-to-date event attendance as 687,708 from two hundred thirty-four (234) events and confirmed a transition to the Ticketmaster platform.

Ms. Ali reviewed Arena updates, including the painting of the seating floor and stair treads.

Ms. Ali gave a Convention Center sales update, reporting that the sales team exceeded their total rental budget and hired a new sales manager, Evan Kellner. The sales team will continue to focus on securing larger, multi-day events.

Ms. Ali detailed several renovations to the Theater and announced the launch of a Tribute Series. Ms. Ali highlighted an uptick in events at Gas South Theater, with thirty-eight (38) performances since May and a sold-out Piter Albeiro comedy show.

Ms. Ali provided a Marketing and Business Development update including a new partnership with Amerimed and the completion of a new Convention Center brochure.

Ms. Ali outlined upcoming fall events including Disney on Ice, Elevation Nights, JapanFest, and the Gas South District "Speaker Series."

**Old Business:**

Stan Hall provided an organizational update on the Project and Westin Hotel construction.

**New Business:**

Stan Hall announced two (2) new structural developments of the Project, including a stage on The Lawn, and security structures for the Arena.

Chairwoman Adams appointed a Budget Committee to include Bert Nasuti, Kevin Hill, and Beth Hilscher.

Chairwoman Adams also appointed a Nominating Committee to include Marcy Adams, Richard Tucker, and Laura Grams to review renewing terms for expiring members.

Ashley Hamilton presented two meetings grants for review; upon motion duly made by Nick Masino and properly seconded by Marcy Adams, the grants were unanimously approved.

**Adjournment:**

It was agreed the next meeting of the GCVB Board of Directors will be held Wednesday, October 25, 2023 in Explore Gwinnett's Paul Duke Room. There being no further business, Chairwoman Adams adjourned the meeting at 4:57 PM.



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