

**GCVB Board of Directors Minutes**

**August 27, 2025**

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

**Attendance:**

Members in attendance were Richard Tucker, Chairwoman Nicole Love Hendrickson, Ron Garrard, Kevin Hill, Beth Hilscher, Carla Carraway, Adrienne Hood, Nick Masino, and Cheryl Neal.

Also present were Lisa Anders, Stan Hall, Sondra Thomas-Moore, Monte Ortel, Robyn Ali, Brian Easley, Ashley Hamilton, Jackie Dreher, Katie Brejda, Amanda Blank, Chris Carter, Victoria Hawkins, and Jennifer Silas.

Board Members Kirkland Carden, Marcy Adams, Laura Grams, Rick Desai, and Norberto Sanchez were absent.

**Call to Order:**

Chairman Richard Tucker welcomed the group and called the meeting to order at 4:05PM.

**Adoption of Minutes:**

Minutes of the March 26, 2025, and May 28, 2025, Board of Directors meetings were previously forwarded to all board members for their review. Upon motion duly made by Nick Masino and properly seconded by Kevin Hill, minutes for the March 26, 2025, and May 28, 2025, board meetings 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.

**Audit Report:**

**Jennifer Silas provided an update on the audit; it was completed with no findings.**

**EG Update:**

Lisa Anders reported the Hotel/Motel revenues year-to-date.

Ms. Anders provided a group sales update. The sales team booked 35,746 definite room night bookings through the end of July 2025, with leading bookings in social markets and association business. Ms. Anders stated that there has been an increase in corporate bookings.

Ms. Anders shared an update on recent trade shows and convention events the Explore Gwinnett team has attended and coordinated.

Ms. Anders stated the success of those conventions the team has brought to Gwinnett County, particularly noting that one event brought in 2,636 total room nights for a 10-day event.

Victoria Hawkins provided information regarding Seoul of the South guided tour and digital pass tour for the event. This event was highly attended and sold out very quickly after being published.

Ms. Hawkins commended the Explore Gwinnett marketing team on multiple successful marketing initiatives.

In Film & TV, Ms. Anders provided an update on current film/TV projects, with 136 permits issued within the county.

Ms. Anders highlighted ARTober initiatives including Not Your Mother's Art Fest, Aurora Theatre partnership and the kickoff of the 2026 Gwinnett Creativity Fund. The Gwinnett Creativity Fund awarded eight (8) applicants a total of \$100,000 in the 2025 grant cycle.

**GSC Update:**

Lisa Anders provided an update on the Gwinnett Sports Commission by showcasing the ACC coming to Gas South Arena, starting with a Kick-Off Event in September. The Gwinnett Sports Commission is helping by making connections for hotel room blocks, practice sites, and team airport transportation.

Ms. Anders announced that the Gwinnett Sports Commission team will be attending three (3) trade shows over the next few months.

Ms. Anders shared information about upcoming events, those being, US Open Kung Fu Martial Arts Tournament and the LT Open (pickleball) that has a prize purse of \$250,000.

**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 264 total events, which is a six (6)% decrease from last year, 514 event days, a ten (10)% decrease, and 626,046 total attendees, a nine (9)% decrease from 2024.



Ms. Ali highlighted 150,000 attendees for 35 graduations in 2025, a movie night during Disney on Ice, a sold-out show for Dude Perfect, and the Convention Center pacing 39% ahead of 2024.

Ms. Ali shared events at the arena, theatre and convention center, including a sold-out show for Nine Inch Nails, Sleep Token, and two shows for Brandon Lake.

Ms. Ali shared information about the Convention Center's biggest upcoming events to include JapanFest Atlanta, Duluth Home Show, and the Lee Haney Games.

**MEC Update:**

Ashley Hamilton welcomed Chris Carter to the Mitsubishi Electric Classic staff. He is the Director of Corporate Partnerships.

Ms. Hamilton highlighted the charitable giving from this year's golf tournament, with \$748,646.23 raised for Cink Charities and Special Needs School of Gwinnett. This is in addition to the giving initiatives to Birdies for Charity and Folds of Honor (17.5 scholarships).

**GCVB Update:**

Stan Hall introduced new employees to the board: Amanda Blank and Chris Carter. Mr. Hall also introduced Victoria Hawkins to the board.

**Old Business:**

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

Mr. Hall relayed information about the success of the GCVB Board Night Out and thanked those that attended.

Mr. Hall detailed the success of that day's Gas South District Speaker Series presented by Northside.

Stan Hall provided an update on the arena renovation project and mixed-use project.

Mr. Hall reminded board members that he will be reaching out to continue booking lunches with board members.

**New Business:**

Stan Hall spoke of upcoming public art initiatives for the Gas South District campus and surrounding area. These initiatives are the Gas South District art letters being installed, the decorative crosswalk



being installed at the end of September into the beginning of October, and the process starting in searching for a muralist.

Mr. Hall announced the next edition of the GSD Speaker Series, featuring Ed Bastian, CEO of Delta Airlines.

Chairman Richard Tucker appointed a Nominating Committee to consider renewing terms for expiring members and nominations to the Executive Committee. The committee will consist of himself, Cheryl Neal, Laura Grams, and Ron Garrard.

Chairman Tucker also appointed a Budget Committee to include Kevin Hill, Carla Carraway, Adrienne Hood, and Beth Hilscher.

Brian Easley informed the board of a potential early renewal for Bonaventure at Coolray Field. After discussion regarding the Bonaventure request for early renewal of Fieldhouse Ground Lease, upon motion duly made by Kevin Hill, properly seconded by Ron Garrard and adopted unanimously by the Board, Stan Hall and Lee Tucker were authorized to negotiate on behalf of the GCVB to come to an agreement with the company.

**Adjournment:**

The next meeting of the GCVB Board of Directors will be held Wednesday, October 22, 2025, in Explore Gwinnett's Paul Duke Room. There being no further business, Chairman Tucker adjourned the meeting at 4:50 PM.



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