

GCVB Board of Directors Minutes

October 22, 2025

Location: Paul Duke Room - Explore Gwinnett

Attendance:

Members in attendance were Nicole Love Hendrickson, Marcy Adams, Ron Garrard, Kevin Hill, Beth Hilscher, Adrienne Hood, Laura Grams, and Cheryl Neal.

Also present were Lisa Anders, Stan Hall, Sondra Thomas-Moore, Monte Ortel, Robyn Ali, Brian Easley, Ashley Hamilton, Jackie Dreher, Jennifer Silas, and Race Roberts.

Board Members Kirkland Carden, Carla Carraway, Nick Masino, Chairman Richard Tucker, Rick Desai, and Norberto Sanchez were absent.

Call to Order:

Chairwoman Nicole Love Hendrickson welcomed the group and called the meeting to order at 4:07PM.

Adoption of Minutes:

Minutes of the August 27, 2025, Board of Directors meeting were previously forwarded to all board members for their review. Upon motion duly made by Laura Grams and properly seconded by Kevin Hill, minutes for the August 27, 2025, board meeting 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.

EG Update:

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

Ms. Anders provided a group sales update. The sales team booked 36,247 definite room night bookings through the end of September 2025, with leading bookings in social markets and association business.

Ms. Anders shared an update on the sales teams' recent trade shows and convention events where they met with over 70 meeting planners in one-on-one meetings.

Ms. Anders highlighted sales initiatives including the return of Samaritan's Purse Christmas Child to Gwinnett County, generating over 2,560+ definite room nights in November and December.

Additionally, she shared EG won the bid to host the 2029 Georgia Recreation and Park Association conference, with host venues being Gas South District/Westin Atlanta Gwinnett.

Ms. Anders commended the Explore Gwinnett marketing team on multiple successful marketing initiatives, which has led to additional partnerships, as well as a strong public relations strategy, resulting in over 75 media placements.

Ms. Anders highlighted ARTober initiatives including Not Your Mother's Art Fest, the kickoff of the 2026 Gwinnett Creativity Fund Grant Cycle, and new partnerships with cities, arts organizations and others.

In Community Development news, Ms. Anders advised the FLOCK Hospitality Safety initiative has been renewed for 2026 and for FUSUS, there is a goal of adding 15 additional cameras and more than 200 streams Q1/Q2 2026.

GSC Update:

Leigh Hooten discussed the ACC Kick-Off Event in September, as well as their recent attendance at the ACC Tipoff and Media Days, where Gas South Arena received international recognition.

Ms. Hooten shared information about a myriad of upcoming sports events, which will be held at multiple venues including the Gas South Convention Center and LifeTime Peachtree Corners.

Ms. Hooten announced the GSC sales team attended three (3) trade shows over the past few months and made connections with 130 potential sports businesses to bring to Gwinnett County.

Ms. Hooten highlighted the FIFA World Cup and the assistance being given to fan groups, local cities, and that the Final Draw will be on December 5, 2025.

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 333 total events, which is a three (3) % decrease from last year, 651 event days, a five (5) % decrease, and 822,000 total attendees, a three (3) % decrease from 2024.



Ms. Ali highlighted 2 sold-out arena shows, including Sleep Token and Nine Inch Nails, and September 2025 being the 3rd busiest month in the last 20 years.

Ms. Ali shared events at the arena, theater and convention center, including Gwinnett Glows in partnership with Festival of Trees, presented by Amazon that will be held at Gas South Convention Center.

MEC Update:

Ms. Hamilton highlighted the MEC's Sustainability Report for 2025, which is used as a tool to inform potential partners and sponsors of the social, environmental, and scholarly impact that the golf tournament has on the surrounding region.

Ms. Hamilton shared the 2026 partnership goals, to focus on multi-year commitments.

Ms. Hamilton stated that 2026 Volunteer Registration opened October 7, 2025, which over 100 volunteers already signed up.

Ms. Hamilton provided the 2026 tournament focuses, which the staff will strive towards to ensure that the tournament is enjoyable not only for the guests, but also the caddies and players. She also shared that the official benefiting charities of the 2026 tournament will be Special Needs Schools of Gwinnett and Cink Charities.

GCVB Update:

Lisa Anders introduced Race Roberts, sales manager for Explore Gwinnett, to the GCVB Board.

Old Business:

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

Mr. Hall detailed the success of October's Gas South District Speaker Series presented by Northside, which featured Ed Bastian, CEO of Delta Air Lines.

Mr. Hall shared information about the Atlanta Regional Commission Board meeting that he attended to inform the members of the upcoming renovation to the arena and the addition of the mixed-use construction that will be starting next year. He also shared that the renovation will be discussed during the upcoming ARC's State of the Region.

Stan Hall spoke of recent public art initiatives for the Gas South District campus and surrounding areas, including the installation of the large scale Gas South District logo for photo opportunities as well as the newly unveiled Sugarloaf/Satellite crosswalk.

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

New Business:

Mr. Hall announced that the nomination committee met and discussed the board members whose terms are expiring December 31, 2025. Those members are appointed by other entities, so there is no action item for the board to vote on regarding this.

Mr. Hall informed the board that the appointment of officers was discussed as well, with recommendations for reappointment of the 2025 officers to continue in their capacity for the next year.

Chairwoman Nicole Love Hendrickson called for a motion to approve, which was duly made by Ron Garrard and seconded by Adrienne Hood. The motion passed.

Stan Hall acknowledged the work done by the 2026 Finance Committee and the GCVB staff who assisted in formulating the budget for 2026.

Kevin Hill provided a summary of the Budget Committee discussion.

Chairwoman Nicole Love Hendrickson called for a motion to approve, duly made by Kevin Hill, and properly seconded by Ron Garrard, the motion passed.

Adjournment:

The next meeting of the GCVB Board of Directors will be held Wednesday, January 28, 2026, in Explore Gwinnett's Paul Duke Room. There being no further business, Chairwoman Hendrickson adjourned the meeting at 5:15PM.



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