

## GCVB Board of Directors Minutes

October 25, 2023

Location: Explore Gwinnett - Paul Duke Room

### Attendance:

Members in attendance were Marcy Adams, Rick Desai, Laura Grams, Kevin Hill, Beth Hilscher, Tommy Hughes, Jose Marquez, and Richard Tucker.

Also present were Lisa Anders, Stan Hall, Leigh Hooten, Sondra Thomas-Moore, Jennifer Silas, Monte Ortel, Robyn Ali, Lee Tucker, and Olivia Hedges.

Board Members Commissioner Kirkland Carden, Board of Commissioners Chairwoman Nicole Love Hendrickson, Nick Masino, Bert Nasuti, and Norberto Sanchez were absent.

### Call to Order:

Chairwoman Marcy Adams welcomed the group and called the meeting to order at 4:01 PM.

### Adoption of Minutes:

Minutes of the August 23, 2023 Board of Directors meeting were previously forwarded to all board members for their review. Upon motion duly made by Beth Hilscher and properly seconded by Kevin Hill, minutes for the August 23, 2023 board meeting were unanimously approved.

### Financial Report GSD/ GCVB:

Jennifer Silas provided the financial report for September. All accounts and reserves are appropriately funded.

### GCVB Update:

Lisa Anders reported the Hotel/Motel revenues for September were approximately four (4) percent ahead those of 2022, with October numbers still pending. Gwinnett shows a 5.4% increase in ADR compared to FY 2022.

Ms. Anders provided a group sales update. The sales team booked 7,228 definite room nights since the month of August, highlighting a two hotel and Gas South Convention Center buy-out by Georgia Association of Career & Technical Educators for June 9 - 12, 2024. Ms. Anders also outlined strategic and educational initiatives, including a partnership meeting and a 2024 Hospitality Training Program for hotel front-desk employees.

In marketing, Ms. Anders highlighted the month-long Artober celebration with 6 events and daily art activities, as well as the launch of Explore Gwinnett's new website.

In Film & TV, Explore Gwinnett is working to expand the Fresh Films Gwinnett high school program, planning a Georgia Entertainment 100 Event for April 2024, and developing a new Gwinnett Film website.

Additionally, Ms. Anders announced the Gwinnett Creativity Fund will open in February 2024, and a 2023/2024 Gwinnett Arts/Tourism/Entertainment ARPA Grant will open in November 2023.

**GSC Update:**

Leigh Hooten announced the Gwinnett Sports Commission assisted with three (3) events for the months of September to October, with two (2) confirmed events for the remainder of October and November.

Ms. Hooten also gave an update regarding the Gwinnett County professional teams.

**GSD Update:**

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

Robyn Ali reported the year-to-date event attendance as 802,561 from two hundred ninety-six (296) events and highlighted the promotion of Katie Beehler to Director of Booking and the third Gas South District Speaker Series event.

Ms. Ali reviewed Arena updates, including four sold-out shows in September and the kick-off of the 2023-2024 Atlanta Gladiators season.

Ms. Ali gave a Convention Center sales update, reporting that the sales team exceeded their total rental budget and is focusing on elevating the sales team structure.

Ms. Ali provided an update on continued AV renovations to the Theater and announced thirty-one (31) upcoming events for the holiday season, including two *A Very Electric Christmas* shows.

Ms. Ali provided a Marketing and Business Development update including a new, three (3) year partnership and participation in the Paint Gwinnett Pink fundraiser.

Ms. Ali outlined upcoming winter events including Blast R6 Major, Trans-Siberian Orchestra, NEEDTOBREATHE, and The Nutcracker.

**Old Business:**

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

**New Business:**

Kevin Hill recommended approval of the 2024 Budget. Upon motion duly made by Kevin Hill and properly seconded by Richard Tucker, the motion was unanimously approved.

Laura Grams recommended the renewal of terms for expiring members to be renominated, including three (3) year terms for Marcy Adams, Richard Tucker, and Norberto Sanchez. Ms. Grams also recommended officers for 2024, including Marcy Adams as Board Chair, Board of Commissioners Chairwoman Nicole Love Hendrickson as Board Vice Chair, Beth Hilscher as Board Secretary, and Kevin Hill as Board Treasurer. Upon motion duly made by Chairwoman Marcy Adams and properly seconded by Tommy Hughes, the motion was unanimously approved.

Additionally, Laura Grams recommended two new at-large board member seats, but no nominations to those seats at this time.

Chairwoman Marcy Adams presented one meetings grant for review; upon motion duly made by Richard Tucker and properly seconded by Rick Desai, the grant was unanimously approved.

**Adjournment:**

It was agreed the next meeting of the GCVB Board of Directors will be held Wednesday, November 8, 2023 in Explore Gwinnett's Paul Duke Room. There being no further business, Chairwoman Adams adjourned the meeting at 4:53 PM.



---

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