

GCVB Board of Directors Minutes

October 26, 2022

Location: Explore Gwinnett's Paul Duke Room

Attendance:

Members in attendance were Marcy Adams, Richard Tucker, Bert Nasuti, Nick Masino, Laura Grams, Kevin Hill, Jose Marquez, Tommy Hughes, Commissioner Marlene Fosque, and Beth Hilscher.

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

Board Members Commissioner Kirkland Carden, Norberto Sanchez, and Rick Desai were absent.

Call to Order:

Chairwoman Marcy Adams welcomed the group and called the meeting to order at 4:04 pm.

Adoption of Minutes:

Minutes of the August 24, 2022 meeting of the Board of Directors 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 August 24, 2022 board meeting were unanimously approved.

Financial Report GSD/ GCVB:

Bert Nasuti provided the financial report for the months of August and September. All accounts and reserves are funded as they should be, and budgeting continues to remain conservative.

GCVB Update:

Lisa Anders reported the Hotel/Motel occupancy continues to be strong in September and are measuring in line when compared to 2019. The ADR for Gwinnett for September showed a higher rate than that of 2019. Additionally, the short-term rental collections are tracking well.

Ms. Anders provided key group sales updates. For 2022, there have been 30,057 room nights booked with forty-five percent (45%) first time bookings. Additionally, association bookings were the highest category in 2022.

In marketing, Ms. Anders highlighted the 2022 media numbers including forty-six (46) media placements, eleven (11) influencer visits, and an advertising value of \$1,209,824. Gwinnett Creativity Fund awarded \$257,000 in operating and project grants during this year's grant cycle, with multiple first-time recipients.

The FLOCK license-plate readers initiative saw the instillation of ninety-three (93) LPNs with the final ten percent (10%) to be installed within the next six (6) weeks.

Ms. Anders provided a Film overview for 2022 stating 300 permits were issues for forty-five (45) film/tv shows. Additionally, the film database now has 505 Gwinnett locations.

GSC Update:

Ashley Hamilton outlined the Gwinnett Sports Commission events and trade shows from September and October which included the Alpha & Omega Golf Tournament, Special Pops Fall Classic, 4S Summit and TEAMS: Travel, Events and Management in Sports. Ms. Hamilton announced upcoming events in November and December with over 800 anticipated room nights. Ms. Hamilton updated the Board on the Gwinnett County professional teams.

GSD Update:

Jennifer Silas gave a year-to-date update of the event income and expenses.

Robyn Ali reported the year-to-date event attendance is 651,686 from 266 events. Key events in August and September included Michael Bubl , Georgia Jam, Lifeteen, JapanFest and Jason Banks.

In additional updates, Ms. Ali reported the success of the Northside and Gas South District Community Initiative – Classroom VIP and a marketing initiative for Monster Jam which brought over forty (40) stuffed animals to the Arena for a sleepover.

Ms. Ali outlined several events that are upcoming including Adam Sander, the start of the Atlanta Gladiators and Georgia Swarm seasons, and Y’ally Jolly Christmas.

Old Business:

Stan Hall provided an update on the Project construction stating everything is on track for the first event in the new space to be held mid-January 2023. Mr. Hall also updated the Westin Hotel construction and progress of the greenspace outside of the Arena.

Mr. Hall announced the changes in ownership of Atlanta Gladiators and Gwinnett Stripers.

New Business:

Bert Nasuti outlined the Budget Committee’s recommendation for the 2023 GCVB Budget. Upon motion duly made by Bert Nasuti and properly seconded by Richard Tucker, the 2023 GCVB Budget was unanimously approved.

Richard Tucker announced on behalf of the Nominating Committee the recommendations for the officers for 2023 as Marcy Adams as Chairman, Commissioner Marlene Fosque as Vice Chairman, Beth Hilscher as Secretary and Bert Nasuti as Treasurer. Upon motion duly made by Richard Tucker and properly seconded by Kevin Hill, the Board of Director appointments were unanimously approved.

Lisa Anders presented a Resolution of the Governing Board. Upon motion duly made by Nick Masino and properly seconded by Richard Tucker, minutes for the Resolution was unanimously approved.

Adjournment:

It was agreed the next meeting of the GCVB Board of Directors will be held Thursday, November 10th at 4:00 pm at Gas South Convention Center. There being no further business, Chairwoman Marcy Adams adjourned the meeting at 4:50 pm.



Stan L. Hall, Chief Executive Officer
Gwinnett Convention and Visitors Bureau