

GCVB Board of Directors Minutes

January 25, 2023

Location: Gas South Convention Center - Hickory

Attendance:

Members in attendance were Marcy Adams, Richard Tucker, Bert Nasuti, Nick Masino, Laura Grams, Kevin Hill, Jose Marquez, Chairwoman Nicole Love Hendrickson, Commissioner Kirkland Carden, Norberto Sanchez, Rick Desai, and Beth Hilscher.

Also present were Lisa Anders, Stan Hall, Monte Ortel, Robyn Ali, Ashley Hamilton, Lee Tucker, Jennifer Silas, Sondra Thomas-Moore, Katie Brejda, Todd Syrett – Merit Realty Partners, Curt Yeomans – Gwinnett Daily Post, and Olivia Hedges.

Board Member Tommy Hughes was absent.

Call to Order:

Chairwoman Marcy Adams welcomed the group and called the meeting to order at 5:02 pm. Chairwoman Adams also welcomed Chairwoman Nicole Love Hendrickson to her first meeting as she was recently appointed to the GCVB Board of Directors.

Adoption of Minutes:

Minutes of the October 26, 2022 meeting of the Board of Directors were previously forwarded to all board members for their review. Upon motion duly made by Richard Tucker and properly seconded by Commissioner Kirkland Carden, minutes for the October 26, 2022 board meeting were unanimously approved.

Financial Report GSD/ GCVB:

Bert Nasuti provided the financial report for the months of October, November, and December. 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 continued to be strong in December and Gwinnett continues to lead local/regional competitive set in hotel occupancy, ending the year at 70.4%.

Ms. Anders provided key group sales updates. For 2022, there have been 30,057 room nights booked. Additionally, wedding bookings were the highest category in 2022 and corporate bookings saw an increase of forty-two percent (42%) compared to 2021.

In marketing, Ms. Anders highlighted the 2023 initiatives including development of a new destination website, collaboration with “Meetings Only” digital marketing firm, and additional Seoul of the South food tours.

Ms. Anders reported the Gwinnett Creativity Fund had twenty-five (25) applicants for grants in 2022 and awarded operating and project support to one hundred percent (100%) of applicants. Ms. Anders outlined the Explore Gwinnett 2023 initiatives which include expansion in educational arts programming, expanding the applicant database, and the 2023 Gwinnett Creativity Fund cycle.

Ms. Anders provided a Film overview for 2022 stating 315 permits were issued for eighty (80) productions. Additionally, the film database has added 100 new Gwinnett locations.

GSC Update:

Ashley Hamilton reported over the year 2022, the Gwinnett Sports Commission submitted four (4) bids, hosted thirty-one (31) events, and attended five (5) trade shows. Ms. Hamilton announced upcoming events for 2023 with thirteen (13) events to be hosted and six (6) trade shows to attend.

In community outreach, a food drive was held at the last Atlanta Gladiators home game to donate to Northside Gwinnett Infusion Center.

Ms. Hamilton stated the 2023 SEC Gymnastics Championships will be held on March 18 at Gas South Arena and fifty (50) volunteers are needed.

Ms. Hamilton updated the Board on the Gwinnett County professional teams.

Ms. Hamilton provided an update of the Mitsubishi Electric Classic scheduled for May 1 – May 7. Currently, the sales team has secured 58% of their 2023 Tournament sales goal and 249 volunteers have been registered.

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 879,584 from 383 events, with combined event totals 20% lower than the last full, comparable cycle in 2019. Ms. Ali offered an analysis of this decrease. Additionally, the Theater has received interior and exterior updates and Ms. Ali reported a substantial increase in ticket sales and sold-out shows.

In additional updates, Ms. Ali announced the reopening of the Convention Center in February, two new partners, and a steady increase in ticket sales and sold out shows at the Gas South Theater.

Ms. Ali outlined several upcoming events including the Gas South District Speaker Series, Zach Bryan, and Brooks & Dunn.

Ms. Ali provided a forecast for 2023 stating the campus is off to a great start with the Convention Center pacing at eighty-five percent (85%) of the 2023 budget.

Old Business:

Stan Hall highlighted the financial achievement of Gas South District in 2022, achieving its best financial year despite the ongoing recovery of event attendance.

Mr. Hall announced the start of the third Project ATLS program in January and introduced Katie Brejda as Employee Engagement Manager and Olivia Hedges as Administrative Coordinator. Mr. Hall reported staffing continues to be a focus for 2023 and announced a collaboration with the Goodwill Job Placement Program. Mr. Hall will be a keynote speaker at the International Facility Managers Association (IFMA) Atlanta WorkPlace conference on March 3, to bring more coverage to the revitalization of Gas South District.

Mr. Hall provided construction project updates, with some delays in outdoors areas of the campus due to supply chain issues and frequent rain.

Adjournment:

It was agreed the next meeting of the GCVB Board of Directors will be held Wednesday, March 22nd at 4:00 pm in Explore Gwinnett's Paul Duke Room. There being no further business, Chairwoman Marcy Adams adjourned the meeting at 5:48 pm.



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