

**GCVB Board of Directors Minutes**

**January 26, 2022**

**Location: Gas South District Convention Center - Hickory**

**Attendance:**

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

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

Board Members Commissioner Kirkland Carden and Tommy Hughes were absent.

**Call to Order:**

Chairwoman Marcy Adams welcomed the group and called the meeting to order at 5:03 pm.

**Adoption of Minutes:**

Minutes of the November 10, 2021 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 Kevin Hill, minutes for the November 10, 2021 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. Additionally, the Shuttered Venues Operators Grant funds are reflected in the ledger and can only be used for grant-approved items.

**GCVB Update:**

Lisa Anders reported the Hotel/Motel revenues for 2021 were approximately 11% behind those of 2019, with the final numbers for December still pending. Gwinnett still leads in occupancy for 2021 showing about 8% ahead of our competition and only slightly down from 2019's numbers. The Short-Term Rental update shows month over month improvement.

Ms. Anders provided a group sales update. The association market is showing steady growth, film crew bookings are up 45% over previous years, and the wedding market is still robust. There has been steady interest at the Hudgens Center with twelve (12) site visits, three (3) definite bookings and three (3) pending contracts with additional interest into pursuing the Bar/Bat Mitzvah market.

Ms. Anders announced Victoria Hawkins has been promoted to Senior Director of Marketing and Destination Development, Bruce Johnson will now become the Director of Community Relations and a new Sales Manager, Race Roberts, will be joining the team next month.

Ms. Anders outlined the Explore Gwinnett 2022 initiatives which include a FLOCK camera program in partnership with local law enforcement and hotels, increased bookings of the Hudgens Center and the 2022 Gwinnett Creativity Fund cycle.

Ms. Anders stated Film was a large part of 2021. There were 200 permits issued for film/TV, over 50 partial or full road closures and there are 442 locations in the film database.

**GSC Update:**

Ashley Hamilton reported over the year 2021, the Gwinnett Sports Commission submitted four (4) bids and forty-seven (47), hosted thirty-seven (37) events, and attended five (5) trade shows. For the first half of 2022, there will be thirteen (13) events to be hosted and two (2) trade shows to attend.

Ms. Hamilton gave an update regarding the Gwinnett County professional teams.

Ms. Hamilton stated the Mitsubishi Electric Classic is scheduled for May 2 – May 8. Currently, the sales team has secured 58% of their 2022 Tournament sales goal and 296 volunteers have been registered. Ms. Hamilton also shared the current schedule of events.

**GSD Update:**

Stan Hall gave an update of the event income and expenses from the final months of 2021 as well as year-to-date update.

Robyn Ali reported the year-to-date event attendance was 402,393 from 243 events. Key events over the last year included Fan Controlled Football, high school and college graduations, five (5) sold out concerts, numerous filming and national coverage from a President Biden rally. The Convention Center transition from the existing to the newly expanded space, the establishment of a new Convention Center sales team, and the overall rebranding of the facility were additional highlights from the past year.

Ms. Ali provided a forecast for 2022 stating the campus is off to a great start with multiple events in January and strong sales prospecting. Other key notes for 2022 are the Convention Center Grand Reopening at the end of the year as well as the Convention Center's 30<sup>th</sup> anniversary.

**Old Business:**

Stan Hall provided an organizational update as to the reorganizational plan that took effect in September. Mr. Hall explained due to the changes organizational communications and collaborative efforts have increased. Additionally, there has been the implementation of a mentor/mentee program and a new class of Project ATLS aimed to sustain and grow the current staff talent.

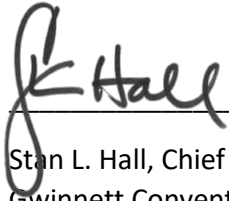
Mr. Hall gave a campus project update. The existing Convention Center space is now under construction with anticipated completion of the end of the year. Additionally, the hotel has once again resumed construction.

**New Business:**

Ashley Hamilton recommended a Meetings Grant for the Hero Sportz Brand, LLC with the maximum amount of \$2,500 to be used for facility rental and regional marketing. Upon motion duly made by Richard Tucker and properly seconded by Nick Masino, the grant was unanimously approved.

**Adjournment:**

It was agreed the next meeting of the GCVB Board of Directors will be held Wednesday, March 23, 2022 in Explore Gwinnett's Paul Duke Room. There being no further business, Chairwoman Marcy Adams adjourned the meeting at 6:19 pm.



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