

GCVB Board of Directors Minutes

March 23, 2022

Location: Explore Gwinnett - Paul Duke Room

Attendance:

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

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

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

Call to Order:

Chairwoman Marcy Adams welcomed the group and called the meeting to order at 4:03 pm.

Adoption of Minutes:

Minutes of the January 26, 2022 meeting of the board of directors were previously forwarded to all board members for their review. Upon motion duly made properly seconded, minutes for the January 26, 2022 board meeting were unanimously approved.

Financial Report GSD/ GCVB:

Bert Nasuti provided the financial report for the months of January and February. All accounts and reserves are funded as they should be. Additionally, the annual stadium contribution was made in January.

GCVB Update:

Lisa Anders reported the Hotel/Motel revenues for February were approximately 5% behind those of 2020. The ADR and occupancy rates are also in a positive trend. Gwinnett still leads in occupancy about 4% to 8% ahead of comp set. The Short-Term Rental update shows improvement from February 2021 to February 2022 for majority of the submarkets.

Ms. Anders provided a group sales update. In the first quarter, there have been thirty-four (34) definite groups booked representing 11,103 room nights. Explore Gwinnett's sales team has booked six social events in Q1 at Hudgens Center and relocated a large association trade show from Atlanta to Gwinnett. Additionally, the partnership with Gas South District's sales team has produced the successful relation of a large association show to Gwinnett.

2022 Gwinnett Burger Week was successful, with 18 participants, primarily from our city partners. Ms. Anders announced the newest Marketing staff member, George Leach, who will be joining the team in April.

The Gwinnett Creativity Fund awarded \$100k in project grant funds, with final reports due in April 2022. The 2022 Operations Grant cycle began in February and will be announced at the end of February; this cycle also expanded to include 501c-6 non-profit organizations and initiatives.

In Destination Improvement and Safety Initiatives, FLOCK camera installation began this week with phase two of hotel sign ups to start next week. There are currently forty (40) camera agreements in place including hotel cameras, Gas South District and Coolray Field.

GSC Update:

Ashley Hamilton announced the Gwinnett Sports Commission assisted with three (3) events for the first quarter and forecasted another eight (8) events for April – June.

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 there are 367 registered volunteers. Ms. Hamilton shared an updated schedule of events for the week and passed out Board shirts and credentials.

GSD Update:

Jennifer Silas gave an update of the event income and expenses for January and February.

Robyn Ali reported the year-to-date event attendance is 139,149 from fifty-seven (57) events. Key events over the past two months include Reba, PBR, HBCU Battle of the Bands, North Atlanta Home Show, and the Gwinnett County Hiring Event.

Ms. Ali provided a marketing/public relations update and announced that there is a marketing push for the Convention Center to come in April as well as a new sales collateral piece.

Ms. Ali outlined several events that are to come this spring including Tyler, The Creator, eight (8) Disney on Ice performances, Orange Conference, a number of proms, and spring dances in the Theater.

Old Business:

Stan Hall provided an organizational update including an update of the Strategic Plan the senior leadership created focusing on major categories to improve staffing, culture, brand awareness, guest experience, and revenue.

Mr. Hall gave an update as to the campus projects. The iconic sign beside Gateway Park is now active and the official Preston C. Williams Gateway Park sign is scheduled to be installed. The Hotel construction is moving along with the steel beams currently being installed.

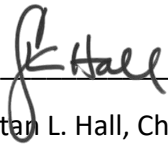
New Business:

Stan Hall announced Monte Ortel has been inducted to the first class of the Sports Management Hall of Fame for Slippery Rock University.

Ashley Hamilton recommended Meetings Grants for Hoopseen Atlanta Jam for a maximum of \$2,000 and Bob Gibbons Tournament of Champions for a maximum of \$2,500. Upon motion duly made by Richard Tucker and properly seconded by Kevin Hill, the grants were unanimously approved.

Adjournment:

It was agreed the next meeting of the GCVB Board of Directors will be held Wednesday, May 25, 2022 in the Explore Gwinnett Paul Duke Room. There being no further business, Chairwoman Marcy Adams adjourned the meeting at 4:54 pm.



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