

GCVB Board of Directors Minutes

March 25, 2026

Location: Paul Duke Conference Room – Explore Gwinnett

Attendance:

Members in attendance were Marcy Adams, Carla Carraway, Ron Garrard, Laura Grams, Kevin Hill, Beth Hilscher, Adrienne Hood, Nick Masino, Cheryl Neal, and Richard Tucker.

Also present were Lisa Anders, Stan Hall, Leigh Hooten, Sondra Thomas Moore, Jennifer Silas, Monte Ortel, Robyn Ali, Jackie Barr, Ashley Hamilton, Isabelle Nissen, Madison Chucci, and Brian Easley.

Board Members Kirkland Carden, Rick Desai, Nicole Love Hendrickson, and Norberto Sanchez were absent.

Call to Order:

Chairman Richard Tucker welcomed the group and called the meeting to order at 4:05PM.

Adoption of Minutes:

Minutes of the January 28, 2026 Board of Directors meeting were previously distributed for review. Upon motion duly made by Marcy Adams and seconded by Laura Grams, the minutes were unanimously approved.

GCVB Update:

Stan Hall introduced employees to the Board: Madison Chucci, Senior Community Development Manager at Explore Gwinnett and **Isabelle Nissen** Manager, Marketing and Events at Mitsubishi Electric Classic.

Financial Report GSD/ GCVB:

Kevin Hill provided an update on financial performance for January through February 2026. All accounts and reserves are appropriately funded.

EG Update:

Lisa Anders reported year-to-date hotel and motel revenues and occupancy rates.

Ms. Anders provided updates on marketing and communications efforts, including recent media coverage and campaign performance.

She also shared updates on the Explore Gwinnett Visitor Magazine and the Hospitality Training Program.

Additionally, Ms. Anders provided an overview of community development initiatives tied to the FIFA World Cup 2026.

Ms. Anders shared that 19 project grants were awarded in 2026, totaling \$160,000 in support of arts, cultural, and community organizations throughout Gwinnett County.

GSC Update:

Leigh Hooten provided a recap of the Ally ACC Women's Basketball Tournament, noting approximately 4,000 room nights generated and an estimated economic impact exceeding \$3 million.

Ms. Hooten also highlighted upcoming events and ongoing efforts to attract future sporting events.

GSD Update:

Jennifer Silas provided a year-to-date update on Gas South District event income and expenses for 2026.

Robyn Ali shared operational updates across the Arena, Theater, and Convention Center, including event activity and recent milestones.

Updates were also provided on new partnerships and business development efforts

Mitsubishi Electric Classic Update:

Ashley Hamilton provided an update on the 2026 Mitsubishi Electric Classic, presented by Vensure, including player field highlights, event planning, and marketing efforts.

Ms. Hamilton also shared updates on community initiatives, sustainability efforts, and tournament week planning scheduled for April 20 through 26, 2026.

New Business:

Stan Hall presented upcoming events across the campus, including the inaugural Jazz Series at Gas South Theater and *Choppin' It Up with the Chairwoman* as part of the Gas South District Speaker Series.



Old Business:

Stan Hall provided updates on ongoing initiatives, including progress related to stadium naming rights and continued advancement of major capital projects, including the arena renovation and parking deck.

Brian Easley provided an update on the mixed-use project.

Adjournment:

The next meeting of the GCVB Board of Directors will be held Wednesday, May 27, 2026 at 4:00 PM in Explore Gwinnett's Paul Duke Room.

There being no further business, Chairman Richard Tucker adjourned the meeting at 5:18 PM.



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