

GCVB Board of Directors Minutes

May 25, 2022

Location: Explore Gwinnett's Paul Duke Room

Attendance:

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

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

Board Members Jose Marquez, Norberto Sanchez and Tommy Hughes were absent.

Call to Order:

Chairwoman Marcy Adams welcomed the group and called the meeting to order at 4:09 pm.

Adoption of Minutes:

Minutes of the March 23, 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 Marlene Fosque, minutes for the March 23, 2022 board meeting were unanimously approved.

Financial Report GSD/ GCVB:

Bert Nasuti provided the financial report for the months of March and April. All accounts and reserves are funded as they should be. Additionally, the operating expense for GCVB reflects the Public Safety initiative expenses.

GCVB Update:

Lisa Anders reported the Hotel/Motel revenues are tracking well with a good first quarter that is on pace with 2019. Gwinnett still leads in occupancy, and has for the last 34 months, with an upward trend. The County has collected almost \$1 million from Short-Term Rental taxes as the occupancy continues to fluctuate due to available properties.

Ms. Anders provided a group sales update. In the last two months, there have been twenty-two (22) definite groups booked representing 7,901 room nights. Additionally, the family reunion market is beginning to rebound with the largest attendance to a Reunion Workshop this past weekend.

In marketing, Explore Gwinnett has published their 2022 Visitor Magazine. Ms. Anders advised the May – August Seoul of the South food tours have sold out, with very few left for September.

Additionally, the 2022 Craft Brewery Tours kick off in June with monthly walking and driving tours to Gwinnett's breweries and distilleries. Gwinnett Creativity Fund recently announced the 2022 Operations Grant recipients, awarding over \$115,000 in grant funding to thirteen (13) organizations.

In Destination Improvement and Safety Initiatives, Ms. Anders updated seventy-five (75) FLOCK license-plate readers have been installed with the final forty (40) in progress. This initiative is proving success with local police reporting they were able to apprehend criminals that repeatedly commit crimes in Gwinnett.

Ms. Anders provided a Film update with fifteen (15) productions currently filming in Gwinnett and multiple partnerships .

GSC Update:

Ashley Hamilton announced the Gwinnett Sports Commission assisted with six (6) events in the last two months and forecast another seven (7) events through July. This includes the Spikeball Tour Series at Rhodes Jordan Park, a bid won earlier this year.

In Community Outreach for the Gwinnett Sports Commission, in partnership with Georgia Swarm, a check was presented to the Gwinnett Lacrosse League to assist with new youth programs. Additionally, an equipment drive was held at the last Georgia Swarm home game to donate to the Gwinnett Lacrosse League for those teams in need.

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

Ms. Hamilton highlighted the 2022 Mitsubishi Electric Classic held on May 2 – May 8. For the first time, there was a repeat champion, Steve Flesch. The total charitable impact for this year is approximately \$465,000 and will benefit multiple local organizations. Throughout the week, there was success in the many events held including Executive Women's Day program at TPC Sugarloaf and the Kickoff Party held in Gas South District's Plaza. The next tournament is scheduled for May 1 – May 7, 2023.

GSD Update:

Jennifer Silas gave an update of the event income and expenses for March and April.

Monte Ortel reported the year-to-date event attendance is 253,947 from sixty-nine (69) events. Key events over the past two months include Tyler the Creator, Hillsong United + Chris Tomlin, Disney on Ice, Orange Conference and Gwinnett County Sports Hall of Fame.

Mr. Ortel provided a marketing/public relations with the newest venue rankings, notably Gas South Arena is #75 on Pollstar Worldwide Top 100 Arenas.

In Sales and Sponsorships, Mr. Ortel reported Northside is the official hospital and community outreach partner and Kia will begin as the automotive partner in June. The Arena and Convention

center continue to book signification show and groups with Michael Bubl , All Elite Wrestling, B2 Fighting, and two pieces of brand-new business.

Mr. Ortel outlined several events that are to come this summer including Monsta X, Marca MP, Cheer Live, Life Teen, and the remaining graduations.

Old Business:

Stan Hall provided an update from the inaugural Gas South District Speaker Series featuring Ambassador Andrew Young event. He thanked all those who contributed to its success and will keep the Board updated with the next speaker.

Lee Tucker provided an update regarding the headquarters hotel and the status of the Concord transaction and reported that the development was proceeding in accordance with the parties' respective obligations. Additionally, he advised the Board regarding the need to make ministerial revisions to the transaction documents as the result of Covid delays and the updated hotel site configuration. He suggested that it would be helpful for the Board record that the Board re-authorize the transaction documents since there are different persons needed to sign documents, etc. and it has been several years since the transaction was formally authorized.

Upon motion duly made by Nick Masino and properly seconded by Commissioner Kirkland Carden, the following resolution was unanimously approved.

RESOLVED that, in furtherance of previous authorizations by the GCVB's Board of Directors and Gwinnett County regarding the headquarters hotel project within the Gas South District, the officers of the GCVB are hereby authorized to execute and deliver on behalf of the GCVB that certain (i) Second Amended and Restated Ground Sublease, (ii) Memorandum of Lease, (iii) Consent, Recognition and Non-Disturbance Agreement, (iv) Amended and Restated Hotel Room Block Agreement and (v) Parking Agreement as well as any and all related documents which may be necessary to effectuate the execution of the foregoing documents and/or implement the actions set forth in this resolution.

New Business:

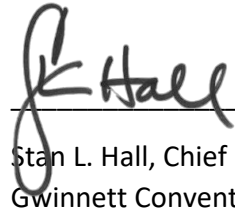
Lisa Anders recommended a Meetings Grant for Life Teen with the maximum amount of \$5,000 to be used for facility rental and parking fees.

Ashley Hamilton recommended a Meetings Grant for GSGA 93rd Georgia Women's Amateur Championship with the maximum amount of \$1,500 to be used for elevating the player experience to include hydration and snacks.

Upon motion duly made by Kevin Hill and properly seconded by Commissioner Kirkland Carden, both grants were unanimously approved.

Adjournment:

It was agreed the next meeting of the GCVB Board of Directors will be held Wednesday, August 24, 2022 in Explore Gwinnett's Paul Duke Room. 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