

GCVB Board of Directors Minutes

August 24, 2022

Location: Explore Gwinnett's Paul Duke Room

Attendance:

Attendance: Members in attendance were Marcy Adams, Richard Tucker, Bert Nasuti, Nick Masino, Commissioner Kirkland Carden, Laura Grams, Kevin Hill, Jose Marquez, Norberto Sanchez, Tommy Hughes, 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 Member Rick Desai was absent.

Call to Order:

Chairwoman Marcy Adams welcomed the group and called the meeting to order at 4:01 pm.

Adoption of Minutes:

Minutes of the May 25, 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 Beth Hilscher, minutes for the May 25, 2022 board meeting were unanimously approved.

Financial Report GSD/ GCVB:

Bert Nasuti provided the financial report for the months of May, June and July. All accounts and reserves are funded as they should be, and budgeting continues to remain conservative.

Jennifer Silas announced the audit report has been distributed by all Board Members. Upon motion duly made by Bert Nasuti and properly seconded by Tommy Hughes, GCVB Board Members acknowledge receipt of and approve the audit report with associated financial presentation.

GCVB Update:

Lisa Anders reported the Hotel/Motel revenues were strong in June and July, trending ahead by 2% and measuring in line when compared to 2019. Gwinnett County showed the highest occupancy in Georgia for July.

Ms. Anders provided a group sales update. For June and July, there have been thirty-four (34) definite groups booked representing 8,001 room nights. Additionally, the first definite international tour group booking occurred in June. The reunion market is continuing to trend up with fifty (50) planners attending the Reunion Workshop in June. Ms. Anders also announced the addition of a new Sales Coordinator, Emily Grgetic.

In marketing, Ms. Anders highlighted the 2022 accomplishments of Victoria Hawkins and Clara Rooks. Gwinnett Creativity Fund will be announcing the 2022 Project Grant recipients in September, awarding over \$175,00 in project grants.

In Destination Improvement and Safety Initiatives, Ms. Anders updated eighty-five (85) FLOCK license-plate readers have been installed with twenty (20) in progress. The goal is to have the ones remaining installed by the end of October. There have been multiple success stories with local police apprehending criminals that repeatedly commit crimes in Gwinnett.

Ms. Anders provided a Film update about a database of 504 film-friendly Gwinnett locations and a film/TV workforce training partnership.

GSC Update:

Ashley Hamilton announced the addition of a new Marketing & Event Manager, Sydney Lowe.

Ms. Hamilton outlined the events and trade showing Gwinnett Sports Commission assisted with eight (8) events in June, July and August and was represented at two (2) tradeshow and conferences in August. Looking forward to the rest of the year, there are at least two (2) confirmed events and multiple tradeshow to attend to close out the year.

GSD Update:

Jennifer Silas gave an update of the event income and expenses for June, July and August.

Robyn Ali reported the year-to-date event attendance is 449,200 from seventy-six (76) events. Key events over the past three months have included Monsta X, Cheer Live, Orange Conference and B2 Fighting.

In partnership updates, Ms. Ali reported the launching of the first co-branded Community Outreach initiative with Northside Hospital and new automotive partnership with Kia.

Ms. Ali outlined several events that are upcoming including Georgia Jam, Monster Jam, The Judds, and comedian Jason Banks.

Old Business:

Stan Hall provided an update on the Project and Westin Hotel construction. Mr. Hall informed the Board of an organizational change to have the Gas South Theater Manager to oversee Theater operations and increase the variety of events.

New Business:

Upon request from Moore, Stephens, and Tiller, the Board approved the following statement regarding its financial reporting:

“Assets purchased through the R&E fund for Gas South District have previously been reflected as a receivable on the GCVB balance sheet. Reclassifying these funds as a capital investment presents the R&E capital purchases more accurately as a long-term investment in the subsidiary company.”

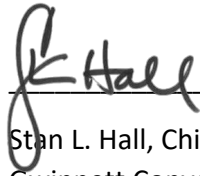
Chairwoman Adams appointed a Nominating Committee to consider renewing terms for expiring members and nominations to the Executive Committee. The committee will consist of Richard Tucker, Commissioner Marlene Fosque, and Beth Hilscher.

Chairwoman Adams also appointed a Budget Committee to include Bert Nasuti, Kevin Hill, and herself.

After discussion regarding a potential project within the GSD campus, upon motion duly made by Tommy Hughes, properly seconded by Kevin Hill and adopted unanimously by the Board, Stan Hall and Lee Tucker were authorized to negotiate on behalf of the GCVB with an interested party regarding the potential development of a portion of the GSD site.

Adjournment:

It was agreed the next meeting of the GCVB Board of Directors will be held Wednesday, October 26, 2022 in Explore Gwinnett's Paul Duke Room. There being no further business, Chairwoman Marcy Adams adjourned the meeting at 5:05 pm.



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