GCVB Board of Director’s Minutes
January 23, 2019
Location: GCVB’s Paul Duke Room

Attendance: Members in attendance were Commissioner Jace Brooks, Brett DeLoach, Laura Grams, Beth Hilscher, Dr. Dan Kaufman, Tom Martin, Bert Nasuti, Dr. Mark Newton, Richard Tucker, and Norberto Sanchez. Also present were Col. Art Rilling, Lisa Anders, Joey Dennis, Stan Hall, Sondra Thomas-Moore, Jennifer Silas, Preston Williams, Lee Tucker, Charles Hull (Smallwood), and Suzanne Corbin.

Members not in attendance were Tommy Hughes and Marcy Adams.

Call to Order:
Chairman Richard Tucker welcomed the group and called the meeting to order at 5:00 pm.

Adoption of Minutes:
Minutes of the November 15, 2018 meeting of the board of directors were previously forwarded to all board members for their review. Upon motion duly made by Dr. Dan Kaufman and properly seconded by Commissioner Jace Brooks, minutes for the November 15, 2018 board meeting were unanimously approved.

Financial Report GC / GCVB:
Jennifer Silas reported that year end reserves were adequately funded. GCVB year to date operating income continues to exceed budget due to actual operating expenses being lower than budget. This is a function of timing and will largely correct itself by year end.

GCVB Update:
Lisa Anders reported that November and December were strong months and that we are on target to finish the year 9% ahead of 2017. Occupancy for the month of December was 77%, again ranking number one in the Comp set. For 2018 Gwinnett hotels ranked number 1 for ten months and number 2 for two months.

Additionally, during Fiscal Year 2018 there were 33,420 Group Definite Room Nights with 139 groups turned definite out of 173 leads issued.
In other marketing news, Ms. Anders shared that all five public “Seoul of the South” tours sold out, and that “Seoul of the South” has now been trademarked. Additionally, there were a number of related honors; the 2018 Partnership Gwinnett “Imagination Award” for Korean Dining & Cultural Initiatives along with two 2018 National Communicator awards for print advertisements, “Soul Food & Seoul Full.”

Ms. Anders also reported that the GCVB has been recognized as one of the top 3 Camera Ready Offices statewide. During 2018 there were 114 total permits issued with 415 location requests and inquiries. 135 locations are now in the Locations Hub database.

**GSC Update:**

Stan Hall announced that in January we will host the BlazeSports Big Peach Slam Jam, a wheelchair basketball tournament at Suwanee Sports Academy.

The February 2018 BassMaster Elite event is now in ESPN’s advertising rotation. Weigh-ins will take place at CoolRay Field.

Economic impact during November and December from Professional Sports teams totaled 566 rooms for a total of $132,354.00

**IEC Update:**

Jennifer Silas reported that the Infinite Energy Center had a record breaking year, with actual total event income of more than $7.7 million.

Joey Dennis highlighted the successful ongoing charitable partnerships that the Arena supports such as the Gwinnett Bicentennial event and the Annual Holiday Can-A-Thon.

**Old Business:**

Richard Tucker thanked Preston Williams, Lisa Anders, and Joey Dennis along with Stan Hall for the collaborative efforts of all their teams during a hugely successful 2018.

Richard also mentioned the Gwinnett County reappointment of Tom Martin.

Preston Williams praised efforts of the Infinite Energy Center team for their efficiency in operating during the on-going construction project. Mr. Williams also noted that Infinite Energy Center is again an official Coca-Cola venue. In addition, he reported that parking deck construction is proceeding on schedule with Deck 1 slated for completion by September and Deck 2 by December.
Charles Hull of Smallwood, Reynolds, Stewart, Stewart & Associates, Inc. shared a presentation of the schematic design for the renovation of the Forum, Theatre and Infinite Energy Center campus. Highlights from the masterplan included a view of the entire development, transit hub, Gateway Park, a bridge across the lake, hotel and arena plaza. Mr. Hull also mentioned theatre renovations and expansions to the Forum.

**New Business:**

Lisa Anders recommended a Meetings Grant in the amount of $2,000 for the Closet Summit Conference at the Hilton Atlanta NE, along with a grant in the amount of $1,800 for Glory to Glory being held at the Sonesta. A motion to provide 50% of the respective grants in advance and the remainder post pickup was made by Laura Grams and seconded by Bert Nasuti. Motion properly made and seconded was unanimously approved.

Stan Hall recommended a GSC Meetings Grant for Blaze Sports America in the amount of $1,500 to be extended once rooms are verified. Mr. Hall also recommended a grant to KB Sports Under Armour Classic for $2,500 to be extended once rooms are verified. A motion to that effect was made by Tom Martin and seconded by Dr. Dan Kaufman. Motion properly made and seconded was unanimously approved.

**Adjournment:**

It was agreed that the next meeting of the GCVB Board of Directors will be held Wednesday, March 27, 2019 at 4pm in the GCVB Paul Duke Room.

There being no further business, Chairman Richard Tucker adjourned the meeting at 6:00 pm.

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Preston Williams, Chief Executive Officer
Gwinnett Convention and Visitors Bureau/Infinite Energy Center