

Georgia International and Maritime Trade Center Authority

Minutes of the Regular Meeting of the Board of Directors
Wednesday, October 14, 2015

Jasper Board Room, Savannah International Trade & Convention Center

Members present: Baxter, Center, Jackson, Polote, Quattlebaum, Sanders, Smith. **Members absent:** Cook, Cutter, McAlister, Marinelli, Tollison. **Also present:** Counsel Tom Gray, Nick Helmholdt (Dot) Mark Adams, Kevin Duvall, Mark Zimmerman (GWCCA), Mary Mayle (SMN), and SITCC staff Bob Coffey, Stephen Hall, Ronnie Hickman, Judy Johnson, Jamie Parks and Gail Terrell.

Chairman Smith convened the meeting at 11:01am.

Mr. Smith opened the meeting with the presentation by Mr. Coffey, of ship model "*Mosquito*" Class Gunboat, loaned by the Ships of the Sea Museum.

Mr. Smith asked for approval of the September minutes. Mr. Coffey corrected the September minutes with the following changes: Moeckel consulting agreement with the Authority is one year, through June 2016 not 2015; SEC's 10-year commitment is to host Conference Championship game (not SEC Finals) in the Mercedes-Benz Stadium (not Mercedes Stadium).

Chairman asked for approval of September 2015 Minutes and Treasurer's report. Motion Mr. Center; second Mr. Baxter, approved by voice vote.

Mr. Smith asked for the financial reports. Mr. Hall reported a favorable variance to Center budget for September, and a favorable year-end forecast. To Ms. Quattlebaum's question, Mr. Hall clarified that the salaries and benefits line is favorable to budget year to date. To Mr. Center's question, Mr. Hickman confirmed that credits have been received over time from GA Power for various improvements and retrofit projects, including the new ballroom lighting. Discussion ensued regarding the year-to-date favorability to budget vs expected results for the remainder of the year. Mr. Hall reported a favorable variance to the Water Transportation budget for September, and year-end is forecasted to be on budget. Mr. Hall continued with the Authority's financials, noting a favorable performance for September; and forecasted year-end to be favorable. Hotel/motel tax collections year to date are significantly favorable to budget.

Discussion ensued regarding the hotels currently being built in downtown Savannah and its positive impact to the tourist base.

Mr. Smith asked for Counsel's Report. Mr. Gray responded no report at this time.

Mr. Smith asked for the Sales and Marketing Report. In Ms. Brady's absence, Mr. Coffey noted 14 definite and 21 tentative event bookings in September. Tentatives include 5 Rock n Roll contracts through 2020. Mr. Coffey also reviewed the year over year booking ('Pace') report and event statistics. Mr. Mark Adams, Director of Sales (GWCC), noted a GWCC Event Master report detailing those events which from a capacity standpoint (requiring one hall or ballroom) have some potential for Savannah. Mr. Adams and Mr. Coffey then offered an update of the Atlanta-Savannah Sales Strategy Summary. Discussion followed about the proposed new Sales Manager to be based at GWCC and responsible for soliciting and booking corporate business from the Atlanta and other markets for Savannah. The new Sales Manager position would have established sales goals, room nights and revenue goals.

Mr. Smith asked for the Food and Beverage Report. Mr. Parks reviewed SAVOR Savannah's September financial statement noting a correction to the YTD totals in the comments section; and noted positive comments from recent clients along with the 200 Club's Red, White and Blue BBQ in Ellis Square.

Mr. Smith asked for the Operations Report. Mr. Hickman noted Capital Program updates, including the new kitchen fryer, F&B Smallwares, Two Way Radio Replacement, Public Space Trash & Recycle Units, Exterior Drain Trough Replacement and Linen & Skirting Replacement. Mr. Hickman also noted repairs to high-tide damage to the Riverwalk tides should be done in time to host a scheduled event on Oct 17.

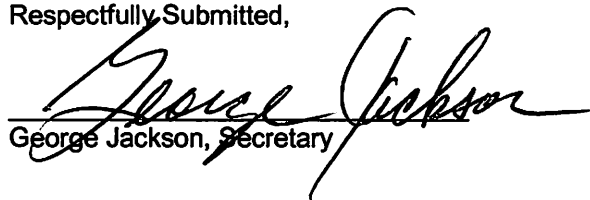
Mr. Smith asked for the GWCCA report. Mr. Duvall introduced Mr. Mark Zimmerman, GWCC General Manager. Mr. Zimmerman and Mr. Coffey reaffirmed the Sales strategy presented by Mr. Adams. Mr. Duvall confirmed receipt of 4 responses to GWCCA's hotel RFP, noting that 1 candidate withdrew from consideration. To Mr. Smith's question, Mr. Duvall replied that the interview process will continue through the end of the month.

Mr. Smith asked for the General Manager's Report. Mr. Coffey recommended deferring discussion of the SITCC Expansion Study proposal from TVS Design until the November board meeting. Mr. Coffey also informed the board that next month's board meeting has been rescheduled from Wednesday November 11 at 11am to Thursday November 12 at 10am. Mr. Coffey recommended moving the December board meeting and holiday luncheon from Wednesday December 9 at 11am to Wednesday December 16 at 10:30am to which the Authority agreed.

Mr. Smith noted no report regarding additional hotel rooms on Hutchinson Island.

Mr. Smith requested any further business; hearing none, adjourned the meeting at 12:08pm.

Respectfully Submitted,


George Jackson, Secretary