

Georgia International and Maritime Trade Center Authority

Minutes of the Regular Meeting of the Board of Directors
Wednesday, September 9, 2015

Jasper Board Room, Savannah International Trade & Convention Center

Members present: Baxter, Center, Marinelli, Quattlebaum, Sanders, Smith. **Members absent:** Cook, Cutter, Jackson, McAlister, Polote, Tollison. **Also present:** Counsel Tom Gray, Jeff Hewitt, Mary Mayle, Shaun Beard (SMG), Kevin Duvall (GWCCA), and SITCC staff Bob Coffey, Stephen Hall, Ronnie Hickman, Judy Johnson, Fredia Brady, Jamie Parks and Gail Terrell.

Chairman Smith convened the meeting at 11:03am, noting the absence of a quorum.

Mr. Smith asked for the financial reports. Mr. Hall reported a favorable variance to Center budget for August, and a favorable year-end forecast. Mr. Hall reported a favorable variance to the Water Transportation budget for August, and year-end is forecasted to be on budget. Mr. Hall continued with the Authority's financials, noting a favorable performance for August; and forecasted year-end to be slightly unfavorable to budget, factoring in the unbudgeted consulting agreement with Moeckel & Co; and very limited returns for hotel/motel tax collections in FY16 to date.

To Mr. Center's question, Mr. Hall clarified turnaround time on receipt of hotel/motel taxes as being in the range of 45—60 days.

To Mr. Marinelli's question, Mr. Smith replied that the term of the Moeckel consulting agreement with the Authority is one year, through June 2016.

Mr. Smith agreed to adjust Mr. Hall's forecast to reflect Mr. Moeckel's agreement through FY-end.

At approximately 11:10, Mr. Smith declared a quorum, and asked for approval of August 2015 Minutes and Treasurer's report. Motion Mr. Sanders; second Mr. Baxter, approved by voice vote.

Mr. Smith asked for the Sales and Marketing Report. Ms. Brady noted 13 definite and 14 tentative event bookings in August. Definites include Gulfstream SLP (Oct 2015) and GA Association of Health, Physical Ed, Recreation & Dance. Ms. Brady also noted tentative bookings for Savannah Mustang Club, Barbizon and Morley Companies; and reviewed the year over year booking ('Pace') report and event statistics.

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

Mr. Smith asked for the Food and Beverage Report. Mr. Parks introduced Mr. Shaun Beard, Sr. VP of SAVOR by SMG. Mr. Parks reviewed SAVOR's August service report and a year-end summary of customer feedback. Mr. Parks noted a renewed focus on menu value in response to customer requests.

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. Smith asked for the GWCCA report. Mr. Duvall provided an update on the RFP process for the proposed Atlanta campus convention hotel, noting responses expected from the developers within the next 30 days. Mr. Duvall commented on the SEC's recent 10-year commitment to host the Conference Championship game in the new Mercedes-Benz Stadium. Mr. Duvall noted that a report listing progress

on key areas since the management transition to GWCCA will be presented at the October board meeting. Mr. Duvall noted that

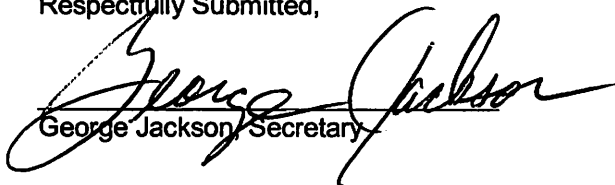
Mr. Adams, GWCC Director of Sales and Mr. Zimmerman, GWCC GM will meet with Mr. Coffey and Ms. Brady on Sept 10 to discuss sales strategy. Mr. Duvall informed the board of discussions concerning the deployment of an additional salesperson, to be located in Atlanta and focused on Savannah business. Mr. Marinelli commented that the salesperson's focus should be on the corporate business sector; with clearly-defined tasking, carefully monitored and directed, and well-supported, to which Mr. Duvall agreed. Mr Coffey clarified that the position would be housed and supported by GWCC, but report to Ms. Brady. Mr. Smith requested a list of GWCC events which could also have been held in Savannah as a starting point for future opportunities. Mr. Smith requested Mr. Duvall to copy Mr. Marinelli on future correspondence regarding the Sales position. Mr. Marinelli commented on Mr. Hewitt's scheduled meeting with Mr. Adams and Mr. Zimmerman tomorrow as well. Mr. Duvall confirmed to Mr. Smith that a Marketing plan would be created and presented to the board at the October meeting. Mr. Coffey reaffirmed that the sales position would be assigned specific tasks/strategies and realistic expectations.

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 October board meeting.

Mr. Smith noted that he had agreed to enter a confidentiality agreement with CWT (Westin ownership group) to enable further discussions with CWT on a potential hotel expansion on the Westin campus.

Mr. Smith requested any further business; hearing none, adjourned the meeting at 11:35am.

Respectfully Submitted,


George Jackson, Secretary