

# Georgia International and Maritime Trade Center Authority

Minutes of the Regular Meeting of the Board of Directors  
**Wednesday, December 10, 2014**

Jasper Board Room, Savannah International Trade & Convention Center

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**Members present:** Baxter, Center, Cutter, Jackson, McAlister, Marinelli, Polote, Quattlebaum, Sanders and Smith. **Members absent:** Monsees, Tollison. **Also present:** Counsel Tom Gray, Linda Cramer (Chatham County), Michael Kaigler (Chatham County), Sherrie Spinks (GWCCA), Kevin Duvall (GWCCA), Chris Chadwick (GWCCA), Jennifer LeMaster (GWCCA), Lawrence Bell (Troutman Sanders), Lou Phelps (SBJ), Mark Spadoni, Marc Friday, Mary Mayle (SMN), Shaun Beard (SMG), Nick Helmholdt, Jody McIntyre, Marty Johnston, SITCC staff Bob Coffey, Ronnie Hickman, Judy Johnson, Fredia Brady, Stephen Hall, Jamie Parks and Gail Terrell.

Chairman Smith convened the meeting at 11:31am.

Chairman Smith noted a quorum, and asked for approval of November 2014 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 an unfavorable variance to the Center budget for November, and a favorable variance to budget for year-end. Mr. Hall reported a favorable month and slightly unfavorable year-end projection for Water Transportation. Mr. Hall then reported an unfavorable Authority performance for November; and a forecasted favorable year-end, noting favorable hotel/motel taxes year to date. To Mr. Smith's question with respect to the forecasted loss, Mr. Hall affirmed the specific budgeted loss (operating deficit) amount of \$1,061,000. To Mr. Center's question regarding the increase in hotel/motel tax revenue, Mr. Hall and Mr. Marinelli both confirmed that hotel rates and occupancy have seen notable increases. Mr. Smith commented on the impact of hotel/motel taxes.

To Ms. Quattlebaum's question regarding the renewal status of the 2015 Rock n Roll marathon, Mr. Marinelli confirmed the contract has been renewed. Ms. Quattlebaum expressed concern with heavy traffic delays. Mr. Marinelli explained the extensive dynamics and planning involved in this large event.

Mr. Smith asked for the Sales and Marketing Report. Ms. Brady noted 12 definite bookings for November, including Rock n Roll Marathon (2015), Christmas Made in the South and the Savannah-Beaufort Kennel Club. Ms. Brady reviewed the year over year booking (Pace) report and event statistics. Ms. Brady also commented on the National Beta Club site visit later in the afternoon, with its potential for 5,000+ room nights if Savannah is selected for their 2016 event.

Mr. Smith asked for the Food and Beverage Report. Mr. Parks recognized Shaun Beard, Senior Vice President reviewed SAVOR...Savannah's November financial statement, SAVOR's favorable customer feedback from November and community service report for the 2014 calendar year. Mr. Parks also reviewed the favorable inspection conducted by an external Savor audit. Ms. Quattlebaum commented on the favorable comments from a recent off-site dinner catered by Savor. Mr. Parks also announced the departure of Executive Chef Debbie Reid, noting with thanks her long and successful career with SAVOR.

Mr. Smith asked for the Operations Report. Mr. Hickman noted Capital Program updates, including Ballroom door-frame, kitchen floor replacement projects, and installation of River Concourse HVLS fans.

Mr. Smith then asked Mr. Duvall for the GWCCA Report. Mr. Duvall introduced the key members of the GWCCA Transition Team present; and next commented on the Request for Qualifications(RFQ) that will be released in January 2015 with regards to the proposed convention hotel development on the Atlanta

campus. To Mr. Smith's question, Mr. Duvall confirmed that the RFQ will come first, and provide a base for a Request for Proposals (RFP) to follow. To Mr. Smith's question pertaining to expressed levels of interest in the RFQ and the potential hotel room count of 800, Mr. Duvall replied that several inquiries have been received; and a high response level is anticipated. Mr. Duvall also replied that the hotel developer will determine the final room count.

Mr. Smith asked for the General Manager's Report. Mr. Coffey reviewed the Slip 3—Intermodal Passenger Shelter project, recently completed. Mr. Coffey confirmed the date for Savannah-Chatham Day at the Capitol in Atlanta as Thursday, January 29, 2015.


Mr. Smith gave a brief overview of the ongoing PKF Consulting study and its purposes. Mr. Smith also commented on the benefits of considering a RFQ prior to a potential convention hotel RFP, similar to the GWCCA approach. Mr. Smith noted that the final PFK report will be presented to board in January.

To Ms. Quattlebaum's question with regards to the possibility of an airport expansion to accommodate Savannah's convention market: Mr. Smith and Mr. Marinelli noted the several factors that affect levels of air service here, including the relative weakness of the business travel segment in Savannah—which is also the kind of frequency and connections that convention planners favor. Mr. Marinelli noted for example that the significantly stronger corporate travel demand profiles for Jacksonville, Charlotte and Charleston is reflected in better overall air service in those cities.

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

Mr. Smith requested any further business; hearing none, Mr. Smith adjourned the meeting at 11:08am.

Respectfully submitted,

  
George Jackson, Secretary