

Savannah Georgia Convention Center Authority

Minutes of the Regular Meeting of the Board of Directors
Wednesday, October 16, 2019, 11:00am

Jasper Boardroom ~ Savannah Convention Center

Members present: Ruth Quattlebaum Edwards, Patrick Farrell, Joseph Marinelli, Martin Miller, Ben Polote Jr., Jeanne Seaver, Lorri Smith, Mark Smith, Mark Spadoni, Ansley Williams **Members absent:** Trip Tollison **Also present:** Paul Threlkeld, Frank Poe (GWCCA), Jeff Hewitt, Lee Hughes, Michael Owens, Katie Nussbaum, Steven Bradshaw (DeKalb County Commissioner), Jeremy Brand (Partner – Parlay Marketing), Alex Browning (Parlay Marketing) and SITCC staff: Sherrie Spinks, Gail Terrell, Stephen Hall, Ronnie Hickman, Angela Daniels, Judy Johnson, Jamie Parks and Tara Nobles

Chairman Smith convened the meeting at 11:01am.

Chairman Smith asked for approval of the September minutes and Treasurer's report. Motion made by Mr. Spadoni; seconded by Mr. Miller and approved by unanimous voice vote.

Counsel Report. Mr. Threlkeld replied no report at this time.

External Affairs: Mr. Hughes replied no report at this time.

Financial Reports. Mr. Hall commented on a successful state audit which had an outcome of zero findings reported. Mr. Hall continued to report a favorable variance to Center budget for September, and year-end currently forecasted to be favorable to budget; Mr. Hall then continued with the Authority financials citing a favorable variance for September; and year-end currently forecasted to be favorable to budget. Hotel/Motel tax revenues favorable to date. Mr. Hall also reviewed the Water Ferry life to date expenditures.

Sales and Marketing Report. Ms. Daniels reviewed the Condé Nast Traveler – Reader's Choice Award of top U.S. Small City – Savannah #4 and *Convention South's* Readers' Choice Award as the Savannah Convention Center. Ms. Daniels also reviewed the Secret Shopper rating of 93.2% and the new Sales/Customer Incentive Program which will focus on city-wide conventions. Mr. Hewitt and Mr. Marinelli provided a brief overview of the program as well. Ms. Daniels continued with the Sales report to include 10 definites and 23 tentative bookings for the month of September. Ms. Daniels reviewed the September contracts and Pace report.

Operations Report. Mr. Hickman provided the Operations Report which included team highlights and review of capital projects.

Food and Beverage Report. Mr. Parks reviewed September financials and highlighted a few facility 'fun facts' for the month of September. Ms. Seaver complimented the excellent service provided by the staff during the State of the Ports and Smart Women's Luncheon.

General Manager's Report. Ms. Spinks reminded the board members of the upcoming Savannah-Chatham Day in January 2020. Ms. Spinks commented on the FY'19 Economic Impact report distributed to the board members. Ms. Spinks then commented on the Visit Savannah/Parlay Marketing collaboration. Mr. Marinelli introduced Jeremy Brand, Partner of Parlay Marketing and Alex Browning, Director of Accounts with Parlay Marketing. Mr. Brand provided an overview of the Parlay Marketing firm in addition to reviewing 'pitch' documents, plan overview and talking points as it pertains to the facility expansion. To Ms. Quattlebaum's question regarding the request for a speaker to present to smaller groups pertaining to the facility expansion project, Mr. Smith and Mr. Owens confirmed that assistance is

available and can be arranged. Ms. Spinks reminded the board members to utilize the online board management tool boardpaq.

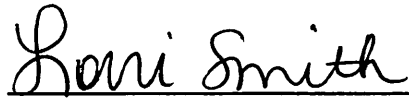
Chairman Smith commented on the GWCCA Amendment which provides a 3 year extension to the existing management agreement with no changes to the terms. Motion by Mr. Williams; seconded by Ms. Quattlebaum and approved with unanimous voice vote.

Chairman Smith commented on the Tourism Leadership Council's (TLC) Sponsorship Agreement. Mr. Owens provided an overview of the agreement and long standing relationship between TLC and the facility. Motion by Mr. Miller; seconded by Mr. Polote Jr. and approved with unanimous voice vote.

Chairman Smith stated that the first draft of the CBRE report has been received.

Chairman Smith commented that the next board meeting will be held during the board retreat at Jekyll Island Authority. Mr. Miller and Mr. Spadoni suggested that a meeting be held with Executive Director of Jekyll Island Authority and additional key contacts to obtain any insight on expansion projects to which Mr. Hughes also agreed would be beneficial. Chairman Smith asked for any other business; hearing none, Chairman Smith then adjourned the meeting at 12:08pm.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Lorri Smith". The signature is written in black ink and is positioned above a horizontal line.

Lorri Smith, Secretary-Treasurer