

GCVB Board of Directors Minutes

August 26, 2026

Location: Paul Duke Conference Room – Explore Gwinnett

Attendance:

Members in attendance were Marcy Adams, Kirkland Carden, Carla Carraway, Laura Grams, Nicole Love Hendrickson, Kevin Hill, Beth Hilscher, Nick Masino, Cheryl Neal, and Norberto Sanchez.

Also present were Robyn Ali, Lisa Anders, Jackie Barr, Brian Easley, Stan Hall, Ashley Hamilton, Dermot Hegarty, Emelie Martinez, Monte Ortel, Talore Ruedt, Fatoumata Sacko, Jennifer Silas, and Sondra Thomas Moore.

Board Members Rick Desai, Ron Garrard, Adrienne Hood, and Richard Tucker were absent.

Call to Order:

Vice Chair Nicole Love Hendrickson welcomed the group and called the meeting to order at 4:09 PM in Chairman Richard Tucker's absence.

Adoption of Minutes:

Minutes of the May 27, 2026 Board of Directors meeting were previously distributed for review. Upon motion duly made by Carla Carraway and seconded by Marcy Adams, the minutes were unanimously approved.

GCVB Update:

Employee guests included Dermot Hegarty, Emelie Martinez, Fatoumata Sacko, and Talore Ruedt.

Financial Report GSD/ GCVB:

Kevin Hill provided an update on financial performance for May through July 2026. All accounts and reserves are appropriately funded.

EG Update:

Lisa Anders reported hotel performance and provided updates on sales initiatives and group bookings.

Ms. Anders shared updates on FIFA community support, the Explore Gwinnett Visitor Magazine, the website, and Gwinnett Film Commission activity.



Ms. Anders also recognized Clara Rooks for being named one of Destinations International's "30 Under 30."

GSC Update:

Lisa Anders presented the Gwinnett Sports Commission update in Leigh Hooten's absence.

Ms. Anders provided an update regarding the 2027 American Cup.

Ms. Anders also highlighted upcoming sporting events, community partnerships, and ongoing sales efforts to attract future events.

GSD Update:

Jennifer Silas provided a year-to-date update on Gas South District event income and expenses for 2026.

Robyn Ali shared operational updates across the Arena, Theater, and Convention Center, including event activity, attendance, and graduation season.

Ms. Ali also shared updates on upcoming events, community initiatives, and partnerships.

Mitsubishi Electric Classic Update:

Ashley Hamilton provided updates on charitable giving and community impact for the Mitsubishi Electric Classic presented by Vensure.

Ms. Hamilton also shared staff promotions and a new team member and announced the 2027 tournament dates of May 3 through May 9.

Old Business:

Stan Hall provided updates on the arena renovation and parking deck project, including the groundbreaking scheduled for September 3, 2026 at 10:00 AM.

Mr. Hall also highlighted Board Perspective contributions to The Pipeline from Laura Grams and Carla Carraway.

New Business:

Stan Hall shared updates on the Gas South District Speaker Series, Inside the Business of Sports, scheduled for September 14, 2026, and the Regional Venue Leadership Meeting hosted by Gas South District.

The Nominating Committee's recommendations for 2027 were presented to the Board. Upon motion duly made by Nick Masino and seconded by Laura Grams, the Board unanimously approved the officer slate as presented: Chair Elect Carla Carraway, Vice Chair Nicole Love Hendrickson, Treasurer Kevin Hill, and Secretary Beth Hilscher.

Upon motion duly made by Laura Grams and seconded by Beth Hilscher, the Board unanimously approved the reappointment of Marcy Adams and Kevin Hill to new three-year terms beginning January 1, 2027.

Upon motion duly made by Kevin Hill and seconded by Carla Carraway, the Board unanimously approved the designation of Richard Tucker as Director Emeritus, effective January 1, 2027.

Norberto Sanchez and Richard Tucker will conclude their current Board terms on December 31, 2026. The Nominating Committee will consider candidates for the resulting vacancies and bring recommendations to the Board during the October Board meeting.

The Finance Committee will meet prior to the October Board meeting.

Adjournment:

The next meeting of the GCVB Board of Directors will be held Wednesday, October 28, 2026 at 4:00 PM in the Juniper Room at the Gas South Convention Center.

There being no further business, Vice Chair Nicole Love Hendrickson adjourned the meeting at 5:07 PM.



Stan L. Hall, Chief Executive Officer
Gwinnett Convention and Visitors Bureau/Gas South District