

The Classic Center Authority Board of Directors
Annual Board Retreat Notes
October 23- 24, 2023

Board Members Present: Jennifer Zwirn, Tres Small, Jennifer Messer, Jack Crowley
Remote Attendance: Dexter Haynes
Staff: Paul Cramer, Philip Verrastro
General Public/ Media: Raymond Sheley, Sheley, Hall & Williams, P.C.

Agenda- Day 1

- **10:45 AM- Arrival**
 - Beverages and Morning Break items available
- **11:00 AM- Start/Welcome**
 - Theme, Mission, Vision
 - Financial Review/Updates- FY23 & Current
 - Bonds, Investments and Projections
- **12:30 PM- Lunch** (Restaurant Buffet)
 - Includes Arena Construction review
- **1:30 PM- Arena Review/Updates**
 - Partner Updates
 - Sponsorship & Premium Sales
 - Professional Hockey Team & UGA Hockey
 - Community Grand Opening Event(s)
 - FF&E Updates
- **2:45 PM BREAK**
- **3:00pm- 4:00 PM - Sales & Marketing**
 - Sales Review
 - Projections
 - Pace Report
 - Bookings
 - Marketing Review
 - Highlights, Hard Hat Tours, Arena Marketing
- **4:00 PM- Master Development**
 - Updates, timelines and key milestones
 - Current & future action items
 - Financial Review
 - Guest, Mr. Raymond Sheley
- **5:30 PM** Estimated adjournment for today
- **6:00 PM Dinner** (Lodge Restaurant)

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Agenda- Day 2

- **7:30 AM- Breakfast** (Restaurant Buffet)
- **8:00 AM- Begin meeting;**
 - Visit Athens GA (CVB)
 - Hotel Inventory & Study; Competitive Analysis
 - Strategic Updates
 - Legislative Agenda
 - Federal, State and Local (includes HOF Collection agreement update)
 - Cultural Foundation
 - Staffing, Updates, Elevate, Trips, Membership
- **9:00 AM- Capital Expenditure Planning**
- **10:00 AM- Areas for Discussion**
 - SWOT Review
 - ACC Mayor & Commission- Oversight Committee (discussion)
 - Arena Opening- Parking Solutions/TIFIA (discussion)
 - Business Interruption Insurance Update
- **11:30 PM- Working Lunch** (Box Style Lunch)
 - Human Resources Discussions
 - Raises/COL
 - Organizational Growth
 - Wage Compression/Impacts
- **12:00pm- 1pm- Goals**
 - Overview
 - Department Goals
 - CEO Goals
- Did we address your takeaway items?
- Adjournment

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From: Philip Verrastro <Philip@classiccenter.com>
Sent: Monday, October 30, 2023 10:24 AM
To: Paul Cramer <Paul@classiccenter.com>; Melanie Taylor <Melanie@classiccenter.com>
Subject: Board Retreat 2023 - Notes

Melanie/Paul,

There were very few overall notes from the Board retreat as it relates to actionable items and none of these were "votes" of course, but here were a few items they provided direct feedback/request on:

- Editing the CCA Mission Statement- remove the words "shall enhance", and edit to only read "enhances"
- Editing the CCA Brand Statement- add either a semi-colon or hyphen after the word "impressed" within the statement

Example: ...feeling impressed - all while bolstering...

- Board supported the one-time sales bonus situation that Paul presented
- Moving the 'Topping Out' event to start at 10 am (not 9:30am) and end by 11:30 am
- Mentioned perhaps wanting to discuss and loop back more on the Black History Museum details
- Tres wanted Eric Chisholm to consider a "sports" category for sponsorships
 - Examples: Tiffossi Sunglasses and Zoom Bait, locally
- Tres wanted Jenni/Eric to meet with Delta Airlines and UPS as corporate Atlanta companies
- Jennifer Messer mentioned *Bob Hughes* name and the "Rowan" partnership possibility to explore when talking about legislative issues
- The Board overall was supportive of the suggested Goals presented in draft form for the President/CEO and did not have any substantive changes or edits as of the retreat review. They asked that he pursue them.