



**COLUMBUS GEORGIA
CONVENTION & TRADE CENTER
COLUMBUS IRON WORKS CONVENTION AND
TRADE CENTER AUTHORITY**

MONTHLY MEETING

JANUARY 28, 2021

12:00 PM

BOARDROOM

(ZOOM)

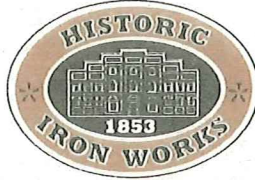
A G E N D A

- I. CALL TO ORDER – CHAIRMAN JONATHAN PAYNE**
- II. APPROVAL OF MINUTES**
 - A. REGULAR MEETING – DECEMBER 3, 2020**
 - B. CALLED MEETING – DECEMBER 16, 2020**
- III. FINANCIAL REPORT – FRANCESCA DYE**
 - A. NOVEMBER 2020**
 - B. DECEMBER 2020**
- IV. 2.5% PAY INCREASE FOR EXECUTIVE DIRECTOR**
- V. SPECTRA UPDATES**
 - A. SPECTRA CONTRACT AGREEMENT**
 - B. SPECTRA AUDIT UPDATE**
 - C. NOVEMBER 2020**
 - D. DECEMBER 2020**
- VI. SALES REPORT – HAYLEY TILLERY**
 - A. NOVEMBER 2020**
 - B. DECEMBER 2020**
- VII. FACILITY UPDATE – HAYLEY TILLERY**
- VIII. COVID-19 TRADE CENTER IMPACT UPDATE**
- IX. ADJOURNMENT**

This monthly meeting of the Columbus Iron Works Convention and Trade Center Authority will be a virtual meeting format. If you are interested in being in attendance to this public meeting, please contact Executive Director Hayley Tillery at Tillery.Hayley@columbusga.org

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**COLUMBUS GEORGIA
CONVENTION & TRADE CENTER**

**COLUMBUS IRON WORKS CONVENTION AND
TRADE CENTER AUTHORITY**

**MINUTES OF THE MONTHLY MEETING
JANUARY 28, 2021
12:00 PM**

The monthly meeting of the Columbus Iron Works Convention and Trade Center Authority was held Thursday, January 28, 2021 at 12:00 PM. Due to concerns caused by increased COVID-19 cases, the meeting was held through a video teleconference requiring respective attendees to call or join from alternative locations.

Authority Members Present: Chairman Jonathan Payne, Vice Chairman Carson Cummings, Lauren Chambers and Craig Burgess

Administrative Members Present: Executive Director Hayley Tillery, Assistant Director Skip Hansberger, Finance Manager Francesca Dye and Secretary Chasity Hall Deppe.

CALL TO ORDER

Chairman Jonathan Payne welcomed the members and at 12:02 PM called the meeting to order.

APPROVAL OF MINUTES

- A. REGULAR MEETING – DECEMBER 3, 2020**
- B. CALLED MEETING – DECEMBER 16, 2020**

All members were asked if they had received and read the minutes from the previous regular meeting dated December 3, 2020 as well as the called meeting dated December 16, 2020. With no additions or corrections to be made, Chairman Jonathan Payne made a motion to approve both sets of minutes as written. Vice Chairman Carson Cummings second the motion that was carried unopposed by all members.

Executive Director Hayley Tillery stated that a new member had been appointed to the Authority and hopefully would be sworn in prior to the next meeting.

FINANCIAL REPORT – FRANCESCA DYE

- A. NOVEMBER 2020** – See attached report.
- B. DECEMBER 2020** – See attached report.

Executive Director Hayley Tillery stated that due to the pandemic and therefore lack of corporate holiday events the financial reports were negative however it could have been worse. Hayley stated that the facility was recognized during a recent city council meeting for remaining operational while keeping clients and employees safe.

Chairman Jonathan Payne made a motion to approve the November and December financial reports as prepared and presented by Finance Manager Francesca Dye. Vice Chairman Carson Cummings second the motion that was carried unopposed by all members.

2.5% PAY INCREASE FOR EXECUTIVE DIRECTOR

Authority members entered executive session at 12:55 PM to discuss pay increase for the Executive Director Hayley Tillery. At 1:06 PM the members exited executive session.

Chairman Jonathan Payne made a motion to approve a 2.5% pay increase received by all city employees for Executive Director Hayley Tillery. Craig Burgess seconded the motion that carried unopposed by all members present.

SPECTRA UPDATES

- A. **SPECTRA CONTRACT AGREEMENT** Executive Director Hayley Tillery briefly updated the members on the status of the Spectra Contract Agreement. Hayley stated that she had worked closely with Lucy Sheftall in the city attorney's office to incorporate the requested changes to the Spectra contract. Hayley added that the revised contract had been sent to Spectra for review and she was currently awaiting a response that was expected from them the following week.
- B. **SPECTRA AUDIT UPDATE** Executive Director Hayley Tillery stated that a detailed Spectra audit was underway covering 2016 – current. Hayley stated a work session was being scheduled.
- C. **NOVEMBER 2020** See attached report.
- D. **DECEMBER 2020** See attached report.

SALES REPORT – HAYLEY TILLERY

- A. **NOVEMBER 2020** Executive Director Hayley Tillery gave the sales report for the month of November 2020. Hayley stated all areas of reporting (contracts issued, planning kit request, request for proposal, call-in and walk-in clients) were down for the month except for call-in business which was up slightly from the previous year. Hayley stated three client surveys were returned with an overall score of 99.4.
- B. **DECEMBER 2020** Executive Director Hayley Tillery gave the sales report for the month of December 2020. Hayley stated all areas of reporting (contracts issued, planning kit request, request for proposal, call-in and walk-in clients) were down for the month except for planning kit request which was up from the previous year. Hayley stated three client surveys were returned with an overall score of 99.7.

FACILITY UPDATE – HAYLEY TILLERY

FACILITY UPDATE - See attached report.

COVID-19 TRADE CENTER IMPACT UPDATE

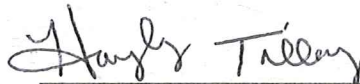
Hayley stated funding from the CARES Act was helping pay for needed equipment to ensure the safety of the customers and employees. Hayley added that she continued to apply for all available grants offered to quasi government facilities.

ADJOURNMENT

With no further items of business to discuss, Chairman Jonathan Payne adjourned the meeting at 1:06 PM. The next regular scheduled meeting date is Thursday, February 25, 2021.



Jonathan Payne, Chairman
Columbus Iron Works Convention and
Trade Center Authority



Hayley Tillery, Executive Director
Columbus Georgia Convention and
Trade Center



COLUMBUS GEORGIA CONVENTION AND TRADE CENTER FY 21 - NOVEMBER 2020 FINANCIAL HIGHLIGHTS

Francesca Dye

REPORT 1 – REVENUE SUMMARY

- November 2020, there was 51 event days and 9,160 attendees.
- November 2019, there was 69 event days and 16,904 attendees.
- Church of the Highlands brought in nearly \$37,023 in revenue overall.
- This was the last month for curbside pickup, which brought in \$1,110 in revenue.
- Top Events

November 2020		November 2019 (Last Year)	
Event	Total Revenue	Event	Total Revenue
COH Sunday Services	\$29,816	Christmas Made in the South	\$48,135
Sialega/Sualevai Wedding and Reception	\$20,238	COH Sunday Services	\$20,314
Raja/Ahmed Wedding & Reception	\$10,099	Hackaday/Varner Wedding & Reception	\$14,852

- F&B Revenue was \$53,074; Operations Revenue was \$63,400; Total revenue \$116,474.
- Last November, total revenue was \$226,951.

REPORT 2 – NOVEMBER 2020 PROFIT & LOSS STATEMENT

➤ REVENUES

- No Catering Revenue.
- Client Electrical decreased by 49.5%; Equipment rental decreased by 80.7%.
- Miscellaneous decreased 98.0%; Space Rental decreased 39.9%.
- Beer tax (nearly \$59K) increased 16%; Hotel/Motel tax (over 35K) decreased 47.7%.
- Operating Revenue was over \$63.4K; Tax/Other Source Revenue was nearly 95.8K; Total Revenue was \$159,163.

➤ EXPENSES

- Labor expense over 97.6K is 7.2% higher than last year due to:
 - Salary increases for 3 salaried employees.
 - \$650 bonus for all full-time employees
- Contractual Services shows a 41.7% decrease mainly due to a decrease in security services.
- Convention Services expense of \$1960 increased due to the catering loss.
- Repairs & maintenance to building of \$12,078 showed a 87% increase due to:
 - \$4,396- Replaced Actuator Motor on Chiller
 - \$6,850- Replaced Bearing and Shaft on Cooling Tower Fan
- Electricity dropped 7.8%; Water dropped 26.6%; and Gas dropped 43.8%.
- Total Labor Expenses was over \$97.6K; Operating Expenses was over \$54.8K; Total Expenses were over \$224.9K; Operating Loss was over \$89.1K; Net profit was \$6,579.

REPORT 3 –NOVEMBER 2020 YTD PROFIT & LOSS STATEMENT

➤ REVENUES

- There's a decrease in all revenue sources except Convention Services (278.7% increase).
- Overall, Operating Revenue decreased by 51.1%.

- Tax/Other source revenue decreased by 17.2%.
- Total Revenue of \$796,169 was a 34.2% decrease from last year.
- Labor Costs increased by 4.1%
 - Outside Personnel Hire was over budget due the need of temp labor to host the Early Voting event and how we had to classify it due to city guidance.
- Operating expenses decreased by 21.0%
 - Convention Services expense of \$118,463 is high due to our catering loss.
- Total Expenses over \$919.4K has decreased by 9.9%
- Operating at a loss over \$574.1K; YTD Net loss is \$123,323.

REPORT 4 – FIVE YEAR COMPARISON

- All revenue categories are lower than the 5-year average.
- Total Revenue is 32.1% less than the average.
- Total Expenses over \$919K is 6.8% lower than the average.
- Net Loss over \$123K is substantially lower than the average over \$186.8K net profit.



COLUMBUS GEORGIA CONVENTION AND TRADE CENTER FY 21 - DECEMBER 2020 FINANCIAL HIGHLIGHTS

Francesca Dye

REPORT 1 – REVENUE SUMMARY

- December 2020, there was 49 event days and 26,801 attendees.
- December 2019, there was 55 event days and 17,282 attendees.
- Church of the Highlands brought in nearly \$40,251 in revenue overall.
- Top Events

December 2020		December 2019 (Last Year)	
Event	Total Revenue	Event	Total Revenue
Early Voting	\$36,922	Aflac Christmas Party	\$94,021
COH Sunday Services	\$22,245	Columbus High Magnet Social	\$46,333
Shirah-Arroyo Wedding	\$9,768	Delta Sigma Theta Inc. Scholarship Gala	\$45,985

- F&B Revenue was \$54,465; Operations Revenue was \$77,483; Total revenue \$131,948.
- Last December, total revenue was \$516,491.

REPORT 2 – DECEMBER 2020 PROFIT & LOSS STATEMENT

➤ REVENUES

- No Catering Revenue.
- Client Electrical decreased by 5.6%; Equipment rental decreased by 79.8%.
- Miscellaneous decreased 81.1%; Space Rental increased 8.2%; Ticket Sales increased 76.7%.
- Beer tax (over \$62K) increased 6.1%; Hotel/Motel tax (over 20K) decreased 39.9%.
- Operating Revenue was over \$77.4K; Tax/Other Source Revenue was nearly 83.9K; Total Revenue was \$161,421.

➤ EXPENSES

- Labor expense over 123.8K is 30.6% higher than last year due to:
 - Salary increases of 3 salaried employees.
 - Sick Bonuses
- Contractual Services shows a 41.8% decrease mainly due to a decrease in security services.
- Convention Services expense of \$7,323 increased due to the catering loss.
- Operation Expense is high due to CARE Act reimbursable purchases
 - \$447.95-Protective and plexiglass sneeze guards
 - \$7,400- Water fountain conversion kit
 - \$2,811- Logitech webcams
 - \$33.90- Step handle door handles
 - \$599.96 – Plexiglass for concession and registration areas
- Repairs & maintenance to building of \$4,939 showed a 111.9% increase due to carpet cleaning, fire system services, smoke detector repair, camera repair, etc.
- Electricity dropped 14.4%; Water dropped 40.7%; and Gas increased 8.6%.
- Total Labor Expenses was over \$123.8; Operating Expenses was over \$101K; Total Expenses were over \$224.9K; Operating Loss was over \$147.4K; Net loss was \$63,556.

REPORT 3 – DECEMBER 2020 YTD PROFIT & LOSS STATEMENT

➤ REVENUES

- There is a decrease in all revenue sources except Convention Services, which had a 290.1% increase and Ticket Sales had a 2.2%.
- Overall, Operating Revenue decreased by 55.4%.
- Tax/Other source revenue decreased by 16.7%.
- Total Revenue of \$957,590 was a 37.8% decrease from last year.

➤ Labor Costs increased by 9.0%

- Outside Personnel Hire was over budget due the need of temp labor to host the Early Voting event and how we had to classify it due to city guidance.

➤ Operating expenses decreased by 20.0%

- Convention Services expense of \$125,787 is high due to our catering loss.

➤ Total Expenses over \$1.14M has decreased by 7.3%

➤ Operating at a loss over \$721.6K; YTD Net loss is \$186,879.

REPORT 4 – FIVE YEAR COMPARISON

- All revenue categories are lower than the 5-year average.
- Total Revenue is 33.6% less than the average.
- Total Expenses over \$1.14M is 4.6% lower than the average.
- Net Loss over \$187K is substantially lower than the average of \$242.5K net profit.

CLIENT SURVEY SCORES AND CUSTOMER COMMENTS: NOVEMBER 2020 (3 SURVEYS)

		EC	PLANNING	EVENT DAY	F&B	POST EVENT	OVERALL	COMMENTS: Verbal, Survey, or Email
November 2020								
United Church of God -		SH	96.7	100	NA	100	99	
November 7, 2020								
INSPIRE Intensive Dance Competition		TB	100	98	100	100	99.4	Amazing team - so helpful and efficient! Immediate responsiveness when we needed additional space - so amazing. The parking deck is quite dark and not very well lit at night. George was so helpful and kind throughout the day of the event.
November 14, 2020								
NOVO Buti with the Bacons		HT	100	100	NA	100	100	We were very pleased with all three events that we held at the Trade Center! We are so thankful for all the staff but especially Hayley Tillery for all the help! We would like to recognize Hayley Tillery and George for exceptional service.
OVERALL AVERAGE SCORE			98.9	99	100	100	99.4	
EMAILS/ VERBAL COMMENTS								

CLIENT SURVEY SCORES AND CUSTOMER COMMENTS: DECEMBER 2020 (3 SURVEYS)

		EC	PLANNING	EVENT DAY	F&B	POST EVENT	OVERALL	COMMENTS: Verbal, Survey, or Email
November 28, 2020								
Dorthy and Andrew Jackson Wedding & Reception		TB	100	100	100	100	100	Overall everything was great. The Chef and hostess were nice and polite. It would be better if you allowed the bride and groom to get a carry out plate due to they have to mingle with their guest.
December 5, 2020								
Fernandez / Henry Wedding & Reception		AO	100	100	100	100	100	I wish I could remember the name of the person that helped tack up the flower wall behind the sweetheart table. He was professional, helpful and polite! Represents the CTC amazingly!! The beef dish was exceptional. Your staff, in its entirety were beyond excellent! Danny really went out of his way - always checking on me to see if all was ok. I am highly recommending the CTC to all for any event! Thank you Hayley for your awesome leadership there.
December 17, 2020								
Center Stage Dance Studio Christmas Recital		HT	98	100	NA	100	99	Amazing job!
OVERALL AVERAGE SCORE			99.3	100	100	100	99.7	
EMAILS/ VERBAL COMMENTS								
City Council								Lisa Goodwin - Everything went very well and no issues whatsoever. Thanks to everyone for ensuring a flawless operation.
Youth Orchestra Rehearsals								Stephanie Payne.- We are endlessly grateful for you and your team. You are the heroes of the year, no doubt.

CATERING UPDATE: December 2020

DATE	EVENT	GUEST COUNT	FEEDBACK
3 weeks	Rotary Club Meeting/Lunch	208	Met first three weeks; all good feedback
12/5/2020	Fernandez/Henry Wedding & Reception	94	Mom of Bride, Judy, was very appreciative of our linen recommendations the day before the wedding as her vendor fell short. Plated Dinner Service with compliments all around.
12/11/2020	Enrichment Services Program Training/Lunch	40	Repeat customer requesting favorite food items: Fried Chicken and Baked Macaroni and Cheese
12/12/2020	Shirah/Arroyo Wedding & Reception	165	LOVED Chefy! Family still bragging about the food; Chef checked on the Bride's Grandmother and these special touches are why they chose us. A great time was had by ALL!
12/12-31/20	Early Voting Staff Meals	350	25 per day; Continental Bkfst and Boxed Lunches
12/15/2020	City Council Staff Meals	40	Boxed Lunches; in and out!

CATERING UPDATE: November 2020

DATE	EVENT	GUEST COUNT	FEEDBACK
2 Weeks	Curbside Meals	78	One regular Curbside evening with 25 orders (last time for weekly service). Thanksgiving Pre-Orders yielded 53 meals.
11/4/2020	Rotary Club Meeting/Lunch	60	Great comments from Julie; happy to be in the building
11/5/2020	Fire/EMS Graduation	100	Provided Tea
11/7-8/20	Gun Shows of the South	1000	Concessions
11/10/2020	Rotary New Member Lunch	12	Plated Lunch; nice to see new faces
11/11/2020	Rotary Club Meeting/Lunch	66	Met with Leadership; devised plan to offer linens and china service
11/14/2020	Sialega/Sualevai Wedding & Reception	350	LOTS of moving parts; Traditional food items catered in; Whole Smoked Pig, full american buffet. VERY happy family!!!
11/14/2020	United Church of God Holiday Social	50	Last minute booking; Client contact is very happy with Menu and ease of working with her to make it a special evening for them.
11/14/2020	Hill/Guthrie Wedding & Reception	150	Beautiful bride; lots of compliments. Kudos to Chef Chris and team
11/18/2020	Rotary Club Meeting/Lunch	70	All good
11/21/2020	Ransom/Johnson Wedding & Reception	150	Bride (Meicha) was very happy with the special attention and meal service.
11/28/2020	Raja/Ahmed Wedding & Reception	200	Mother of the Groom is a repeat Client; very grateful to work with us; aware of our policies and happy to comply; Catering Buy-out
11/28/2020	Crowell Jackson Wedding & Reception	150	Very involved Groom - Mr. Andrew Jackson; very sweet; always planning ahead trying to please Dorothy, his Bride. Said we made him very happy!



COLUMBUS GEORGIA CONVENTION & TRADE CENTER

Overview of Recent Events

Date: January 28, 2021

Current Projects

- Providing sanitation items throughout the building for customer confidence during reopening
- Trade Center Polices and Start Up Manuel for each Department
- Lease Agreement Updates
- FY22 Budget – preparation
- Internet options with the city
- Shuttered Venue Operators Grant – COVID-19 relief

Completed Projects

- Team Training Day – January 19th
- Oracle Elevator replacement of new 25 horsepower electric motor for the Kitchen Freight Elevator at no cost to the Trade Center
- 2021 Occupation Tax Certificate
- 2021 Alcoholic Beverage License Certificate

Employee Updates

Active Job Postings

- Director of Sales Full Time – candidate hired; Kat Pomey; start date February 1st
- Operations Supervisor – position has been posted
- Operations Full Time – position has been posted (3) positions
- Facilities Part-Time – processing candidate pool (1) position

Authority Meeting Tentative Agenda

- February 25th – cover the month of January