

ALBANY CONVENTION CENTER AUTHORITY
2022 Q-3 MEETING MINUTES
Albany Capital Center,
October 27, 2022

The audio of live-stream link is: <https://youtu.be/icU4csaonvE>

CALL TO ORDER:

The meeting was called to order at 9:21 AM by Michele Vennard, Chair.

Members Present:

Chair Michele Vennard, Daniel C. Lynch, Michael Hoffman, Dominick Purnomo, Francisco Calderon, John McDonald

Member joining via ZOOM:

Steven C. Lerner

Others present:

Robert Ryan Esq. ACCA Counsel, Amy Thompson, BST/CFO, Shannon Licygiewicz, Albany Capital Center GM, Craig Liston, ASM Corporate, Craig Gold, Baker PR, Richard Amadon, CHA, Kelly Melaragno, CHA, Duncan Stewart, ACCA Executive Director

Absent: Sarah Reginelli, Jahkeen Hoke

Approval of Minutes:

- 9-29-22 ACCA Audit & Finance Committee Meeting
- 9-29-22 ACCA Board Special Meeting Budget:

Ms. Vennard called for a single motion to accept both sets of minutes. A motion was made by Mr. McDonald; seconded by Mr. Lynch to accept the minutes. The motion carried unanimously.

Business Reports:

Treasurer's Report:

Mr. Lerner requested that Ms. Thompson review the Financial Statement of Net Position for September.

Ms. Thompson presented the September 2022 Financials noting the cash position as strong and ahead of budget due to increases in both event revenue and Albany County Hotel/Motel Occupancy Tax receipts. The latter, for County Tax year 2022 Q-3 was received in October and therefore it is not reflected in the September Financials before the Board today.

Ms. Thompson referenced the comparative Net Assets YTD/Year-Over-Year difference as .043% and then reviewed both current change in Net Position of Assets and Liabilities, as .24% over FY 21 as of 12-31-21, followed by the change in Net Position of Revenue which is estimated at 59% ahead of FY 2021. YTD expenses have been impacted by utility cost increases and over budget by 58%.

Ms. Vennard called for a motion to accept the FY 2022 September Financials as presented. A motion was made by Mr. McDonald; seconded by Mr. Hoffman to accept the September Financials. The motion carried unanimously.

Economic Impact Committee Report:

Ms. Vennard, Chair of The EI Committee reports that the committee met on 7-19-22 to receive and review the Economic Impacts from events at the Albany Capital Center identified by Discover Albany in 2022 Q-3, those for the life of this facility, 3-1-17 through 9-30-22, and the Outlook for hotel recovery including a summary of destination related marketing by Discover Albany. In an effort to streamline the reporting process going forward and avoid duplication of effort beginning with the meeting today, this information will be presented via Executive Summary to the full ACCA Board at each quarterly meeting. The summary indicates in brief form where we are, noting the changes in the mix of events, shifting trends and rate of recovery. In reviewing today's summary, we are very encouraged by the current outlook with the steady return to previous event and revenue levels, further evidenced in the FY '22 September Financial Report presented today. The ACCA is not here to usurp or hurt any of our hotel or destination partners but better understand the challenges and for our efforts to parallel those of Discover Albany and others, we have requested Discover Albany to provide industry standard reporting of Lost Business, Pace, and Lead Generation. We know our place and role in support of the destination and the Albany Capital Center, and these reports will help inform us of the best path forward in a significantly changing landscape as we work to secure the appropriate market share for this facility.

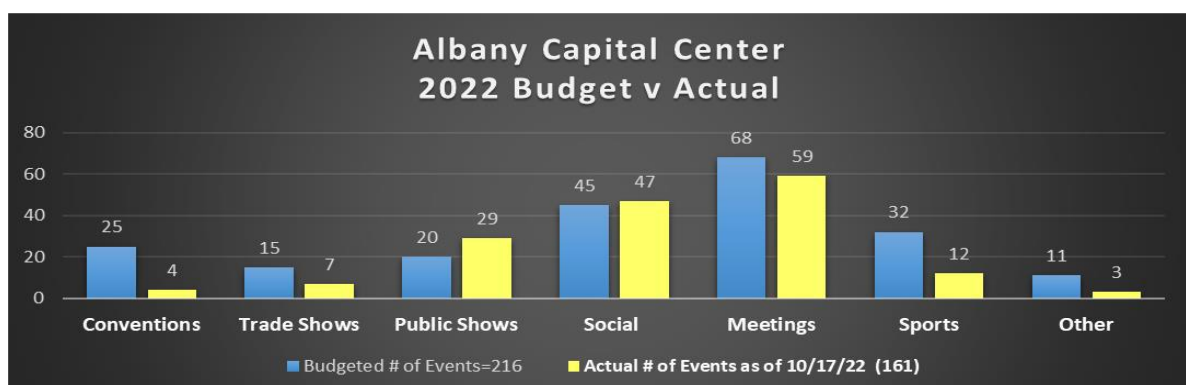
Albany Capital Center Operations Update:

Sales & Marketing:

Ms. Licygiewicz reports on the events to date, those contracted and pending for the current year and those contracted and pending for FY 2023, highlighting examples of how the ACC has adapted to meet the need of its clients, reviewing the current event year budget v. actual, noting the changes in types of events from previous years, the reduction in sporting events and the steady but still slower than hoped for recovery in conventions and tradeshow sectors, current status as follows:

FY 2022

Item	10-27-22
Events:	163
Event Days:	250
Events to Date:	136
Est. Attendees:	78,115
Est. Hotel Rm. Nights:	9,598
Pending Contracts:	4

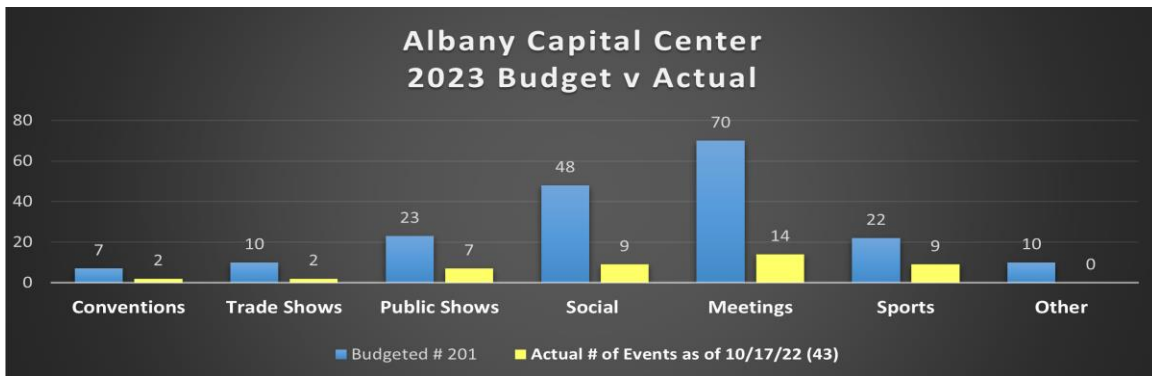


Sales & Marketing (Continued):

2023 booking remains steady and although the booking window is extremely short with important new events, many returning events, but importantly an increase in the hotel room night to event ratio, summarized as follows:

FY 2023

Item	10-27-22
Events:	45
Event Days:	86
Events to Date:	N/A
Est. Attendees:	32,040
Est. Hotel Rm. Nights:	5,580
Pending Contracts	19



Overall, the number of events and attendees per event are increasing, as are the number of vendors at tradeshow, recent example being the Cannabis Expo with 172 booths, the most we have ever sold, all numbers that signal continued recovery.

Ms. Licygiewicz explains that ASM in an effort to retain the Ski Show has facilitated its return with a different promoter. This year it will be held on November 4th & 5th open to the public, and for the first time, offering free admission to all attendees.

ASM has introduced its “QR” code based customer experience survey program which provides in real time, individual attendees the opportunity to comment to and interact with ASM staff, addressing any immediate concerns while providing important metrics about the guest experience.

Ms. Vennard: will this info be provided to the Board and how often?

Ms. Licygiewicz: As it is new and to be tested, the data is not available now but will be as we review access and the level of engagement by attendees. As to frequency perhaps at the half and end year.

Ms. Licygiewicz presents a highlight reel of the FY 2022 capital improvements completed to date and thanks the ACCA Board for its continuing investment in the Capital Center and the program.

Facilities:

Mr. Stewart reviews the status of the FY 2022 Capital Improvement projects as nearing completion noting in the summary provided that only the roof access project has been postponed due to bids being over budget.

An updated FY 2023 meeting schedule is presented for review and consideration in which the EI Committee dates change to the Thursday of the week prior to the ACCA Board quarterly meetings, except in January due to when year end info can be available.

Ms. Vennard asks that Board members respond to staff as soon as possible so that the schedule can be uploaded to the website and invitations issued.

Program Review:

As part of the ongoing program review to maximize the use of the existing physical plant, Mr. Stewart requests a status update on the Stair 1 Repurposing Feasibility review from CHA, Engineer of Record (EOR).

Kelly Melaragno of CHA presents conceptual floor plans and an architectural rendering of the space proposed at the multipurpose room level along with those concept details for access and separation using folding glass partitions. The conceptual program is fluid with office and conference space proposed at the walkway level to meet sales and client meetings needs currently served either in the back of house or by using otherwise revenue generating areas/rooms. The review to date has included, building code, structural, mechanical, electric, and plumbing analyses.

Shannon Licygiewicz confirms the need for additional breakout space in support of existing program and that these new spaces would service the many smaller events and provide needed flexibility to host multiple events at the same time.

Conceptually an investment to remove Stair 1 and in-fill floor area at both the walkway and multipurpose levels and capturing existing floor area on the first floor will generate sufficient revenue, positively support the existing program and a return on investment within 3-5 years.

Ms. Vennard: for comparison what is the size of this meeting room?

Ms. Licygiewicz: 1000 sq. ft.

Mr. McDonald: What is the time for ROI?

Mr. Stewart & Ms. Licygiewicz: 3-5 years.

Ms. Licygiewicz: The additional space will accommodate many of those clients who are outgrowing this facility.

Ms. Vennard: we have known from beginning that we would be short meeting space.

Mr. Lynch: Will this take small meeting business away from hotels?

Ms. Licygiewicz: Discover Albany can offer more specifics, but our view is that there is significant compression in the market not unlike in 2018 and 2019 with the hotels being busy and instances where business is being pushed from the hotel properties to the ACC, an example being the upcoming power lifting event.

Mr. Hoffman: More business is better for all business.

Program Review (Continued):

Ms. Vennard: The upcoming NCAA tourney is currently booking out of the area at 2 or more hotels, a further indicator of demand versus available inventory

Mr. McDonald: Timeline?

Mr. Stewart: January 2024, approximately 1 year including architecture, approvals, and construction.

With the concurrence of the Board, it is suggested that we request a proposal for design from CHA for the repurposing of Stair 1 consistent with the concept presented today, for presentation at either a special meeting before or at the Annual Meeting in January.

Other Business:

There was no other business before the ACCA Board

Adjourn:

Ms. Vennard offers her congratulations to Mr. and Mrs. Hoke on the arrival of their son this week and with appreciation to all for attending, in person, and virtually, called for a motion to adjourn.

A motion was made by Mr. McDonald; seconded by Mr. Lynch to adjourn the meeting, the motion carried unanimously. The meeting adjourned at 10:17 AM

Next Meeting:

Thursday, January 26, 2023 9:00 AM

Albany Capital Center

-###-