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The regular meeting of the Newnan Convention Center Authority was held on Thursday, August 15, 2024, at 6:30 p.m. at the Newnan Centre, Newnan, Georgia with Chairman Parks Avery, Jr. presiding.

**CALL TO ORDER**

**PRESENT**

**Authority Members present:** Chairman Parks Avery, Jr.; Vice-Chairman Michael Colpoys; Treasurer Teresa Lovett; Secretary Carles Stinson; Member John Goodrum; and Member Brent Snodgrass.

**Also Present were:** Newnan Centre Executive Director Peyton Shelnett; Newnan Centre Sales and Events Manager Kaitlyn Bartlett; Newnan Centre Operations Manager Stewart Johnston; Newnan Centre Assistant Operations Manager Adam Cheek; and City Attorney Brad Sears.

**MINUTES - REGULAR AUTHORITY MEETING - May 16, 2024**

Motion made by Member Goodrum and seconded by Treasurer Lovett, to dispense with the reading of the minutes of the Authority meeting for May 16, 2024, and adopt them as presented.

**MOTION CARRIED. (6 - 0)**

**FINANCIALS - FOR THE PERIOD ENDING - June 30, 2024**

Treasurer Lovett stated that we have \$1,124,235 in the bank, of which \$800,000 is dedicated to Capital Reserves. We have taken depreciation for the gazebo in the amount of \$69,839.

We have customer deposits of \$48,119 for future events with current liabilities of \$54,900. Our total assets and liabilities are \$1,695,389.

Charges for Services are \$162,280, which is \$820 over 2023 revenues. The food and beverage catering line is still below what it actually should be due to the caterers not being able to submit their catering commissions as quickly as we would like, but we are working to correct this with all caterers. The next quarter should reflect a more accurate representation of these revenues.

We received \$150,262 in Hotel/Motel and Motor Vehicle taxes through the period ending June 30, 2024, which is \$42,134 over 2023 revenues for the same period.

Total Income for the period is \$389,764, which is \$24,913 over the same period last year.

Expenses on the Personnel Services and Employee Benefits for the period are down 14.2% over last year in the same period due to the ARPA grant we received last fiscal year that we applied for payroll.

Expenses in the Professional and Other Services for the period are about the same as the totals from the same period in 2023. However, Professional Fees are up \$3,341 due to an increase in our accounting fees with our CPA to manage our books. We also now cover all of our audit fees incurred by the City of Newnan.

Expenses in the Supplies and Operating Charges are up 7.1%, which is due to an increase in price for all janitorial supplies as well as extremely high rates for electric utilities. Despite the increases, we are still only up over the same period last year by \$2,162.

Repairs and Maintenance are up \$15,598 over the same period last year. This is due to some major repairs to the fire monitoring system we have in place, including purchasing an entirely new panel and switch. We also had to purchase a new surge protection system for the new AV system, which totaled \$4,000. All other expenses in this category are regularly scheduled building maintenance and cleaning that we do twice annually, including carpet cleaning, chair cleaning, air wall cleaning, and window cleaning.

Total Expenses through June 30, 2024, are \$361,052, which is down \$24,906 over the same period last year.

Net Income through June 30, 2024, is \$17,569, which is \$56,003 over the same period in 2023.

Motion made by Member Goodrum and seconded by Vice-Chairman Colpoys, to accept the financials as presented.

**MOTION CARRIED. (6 - 0)**

#### **FISCAL YEAR 2025 BUDGET**

Executive Director Shelnett presented the proposed fiscal year 2025 budget, stating that business continues to be strong into 2025, but we still want to be somewhat reserved in our projections for the year. That being said, we are projecting a 10% increase in rentals. Gross Profit for the 2025 budget totals \$860,000. The net income projected in the FY2025 Budget is \$111,800. The budget will also be presented to the Newnan City Council in September for approval.

Motion made by Member Goodrum and seconded by Secretary Stinson, to accept and approve the 2025 fiscal year budget as presented.

**MOTION CARRIED. (6 - 0)**

#### **OLD BUSINESS**

**Capital Reserve Fund Minimum** - Executive Director Shelnett stated that she has updated the Capital Reserve Fund Minimum spreadsheet to show more realistic prices for all equipment included on the spreadsheet. The total amount of funding that would now be needed if everything required replacement at once, totaled \$852,200. We update this annually to ensure that we keep enough funds for these large maintenance projects should they arise.

#### **NEW BUSINESS**

**Capital Reserve Investment Portfolio** - Chairman Avery stated that we had begun investing our capital reserve funds with Kris Pope at Avery and Pope Wealth Management and shared an investment portfolio with details. The portfolio is made up of 75% bonds (short-term and intermediate-term bonds) and 24% in equities/large company paying stocks. The estimate for income is right at \$22,000 for a 12-month period, assuming that the balance does not grow. These monies can be liquidated at any time for need.

Chairman Avery stated that he is a principal at Avery and Pope, and he will not vote on the matter.

Motion made by Member Goodrum and seconded by Vice-Chairman Colpoys, to accept the Investment Proposal created by Avery and Pope Wealth Management for our \$800,000 capital reserve fund.

**MOTION CARRIED. (5 - 0)**

**Chairman Avery abstained from the vote.**

**Boardroom Upgrade Project** - Chairman Avery refreshed the Authority on the **décor** project we had worked with Buffy Ferguson on in 2023 but decided to postpone for the time being. Since we were not able to proceed with the redecorating for the entire building, we would like to explore the **option of upgrading the boardroom (décor and AV equipment) with Buffy Ferguson in 2025.**

We will be getting together with Buffy to gather more details and pricing for the project and will report back to the entire authority once ready.

**EXECUTIVE DIRECTOR REPORT**

**Sales & Marketing** - Executive Director Shelnutt stated that April, May, and June were busy for us, as always, so we were happy to have July for some down time to catch back up on everything before a busy fall season as you can tell from the event sheet.

New business booked includes: Alfa Insurance Company (out of Montgomery), which was recommended by the Opelika branch we host often; DECAL is back fully for the first time since the pandemic (great week-day business); Bloom Our Youth is actually back after testing out their event in Atlanta, but they did not enjoy that experience and wanted to return to the Newnan Centre; Just Believe is a new non-profit organization that will be hosting their first fundraiser at the end of October; December is extremely busy with new corporate holiday parties; Newnan-Coweta Board of Realtors rebooked all of their 2025 meeting dates; then we also have many new wedding clients that are booked for 2024 and into 2025.

A few things to note that have changed our event schedule since the last time we met - the Help/Spay Neuter Clinic asked to reschedule their 2024 event into 2025 because their coordinator found out she was pregnant. We allowed this change to happen and transferred their deposit to 2025. Piedmont-Newnan also requested to change their event date for their annual Soiree because they want to host a large outdoor concert in the spring instead. We are working on that contract now and look forward to that event as they have hired a well-known cover band that will draw quite a crowd, giving us more exposure as a venue.

Beginning in September, the Church will no longer host Sunday evening services with us as they have purchased their own property for those events. We are now opening our books to host more events on Sunday evenings - should they make business sense. Although we hate to see the church go, it will help in our labor costs, crews needed weekly for turns, and utility expenses.

On the marketing side of things, we are exploring some really exciting options that will improve how we are able to showcase our venue to potential clients. Heather Daniels with Explore Newnan-Coweta recently came in and did some 360 photographs of the indoor and outdoor spaces we offer, and in the coming months we are looking into software that will allow you to draw up a virtual set-up to show potential clients what their event set-up could look like within the venue. Really neat feature that she can also take to sales shows to spread awareness of the Newnan Centre for business.

**Customer Care Analysis** - As expected over summer, we only have 2 new responses to share with you since the last meeting, but both are very complimentary of the team here. Concrete Supply Company was a first-time client that we gained from our new advertisement in GA Trend, so they hosted an employee appreciation night for 400 attendees. Kaitlyn and Adam did a great job working with them to ensure success, so we hope to have them back again with us soon. Georgia Power Ambassadors are a group that meet here every other month and are always so kind to us all.

**Occupancy Report** - So far this year, we have hosted 207 events with an attendance of 26,241. Our current occupancy rate for the first half of the year is 20.7% as compared to the same period last year with an occupancy rate of 22.1%. We are still very close to last year's record trends with events.

**Operations** - Operations Manager Johnston shared some recent maintenance and repairs that were handled this quarter. We noticed we were having discoloration on the roof at the front entrance, the Operations Team rented a boom lift and pressure washed the roof and the walkways to the pavilion (shared progress pictures).

Assistant Operations Manager Cheek shared some recent updates regarding the fire panel system we have in place at the Centre. EMC Security is now monitoring our fire systems for us and they performed a very thorough inspection. We installed an entirely new fire panel, a new fire suppression tank in the kitchen, multiple exit signs that were required by code to have, added a new tamper switch, inspected all sprinkler heads, and repaired 1 leaking fire hydrant outside and serviced all others. We will now have the appropriate documentation to know that we are up to code regarding the fire system and maintenance.

Adam completed his Venue Management Schooling in Tampa over the summer, so he officially graduated. Chairman Avery received a very complimentary email about Adam and his time at VMS (shared with all).

Lastly, Member Frost was reappointed to serve another 3 years on the Authority, so her term will go until July 2027.

**NEXT MEETING DATE - November 21, 2024**

The next regularly scheduled meeting of the Newnan Convention Center Authority will take place on Thursday, November 21, 2024, at 6:30 p.m.

**ADJOURNMENT**

Motion made by Member Goodrum and seconded by Member Snodgrass, to adjourn the meeting at 7:25 pm.

**MOTION CARRIED. (6 - 0)**

**Prepared and Submitted for Review by:**

**Certified and Attested by:**

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NEWNAN CONVENTION CENTER AUTHORITY  
REGULAR BOARD MEETING

August 15, 2024

Peyton Shelnett, Executive Director

Carles Stinson, Secretary

Newnan Centre  
Authority

Newnan Convention Center