

# **MINUTES OF THE MARKETING & OPERATIONS COMMITTEE MEETING OF THE CONVENTION CENTER AUTHORITY OF THE METROPOLITAN GOVERNMENT OF NASHVILLE & DAVIDSON COUNTY**

The Marketing & Operations Committee Meeting of the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County (CCA) was held on September 29, 2011 at 8:01 a.m. in Room 105 at the Nashville Convention Center, Nashville, Tennessee.

**MARKETING & OPERATIONS COMMITTEE MEMBERS PRESENT:** Mark Arnold, Luke Simons and Mona Lisa Warren

**MARKETING & OPERATIONS COMMITTEE MEMBERS NOT PRESENT:**  
Ken Levitan

**OTHERS PRESENT:** Larry Atema, Debbie Frank, Ryan Johnson, Mark Sturtevant, Charles Robert Bone, Brian Ivey, Elisa Putman, Charles Starks, Barbara Solari and Harriett Royer

Mona Lisa Warren, Chair of the Marketing & Operations Committee, opened the meeting for business.

**ACTION:** Luke Simons made a motion to approve the Marketing & Operations Committee minutes of August 25, 2011. The motion was seconded by Mark Arnold and approved unanimously by the Committee.

Debbie Frank presented the recommendations from the Public Art Committee for the Music City Center (Attachment #1 and #2).

**ACTION:** Mark Arnold made a motion to accept the recommendations of the Public Art Committee for commissioned art and to recommend approval by the full Convention Center Authority for approval. The motion was seconded by Luke Simons and approved unanimously by the Committee.

Charles Starks presented the FY 2012 proposed sales goals and incentive plan for the Nashville Convention Center and Music City Center (Attachment #2).

**ACTION:** Mark Arnold made a motion to approve the FY 2012 sales incentive plan. The motion was seconded by Luke Simons and approved unanimously by the Committee.

With no additional business a motion was made to adjourn, with no objection the Marketing & Operations committee of the CCA adjourned at 8:46 a.m.

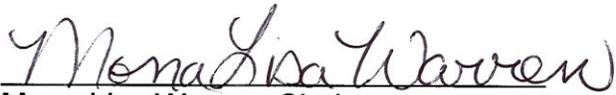
Respectfully submitted,



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Charles L. Starks  
Executive Director  
Nashville Convention Center

Approved:



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Mona Lisa Warren, Chair  
Marketing & Operations Committee  
Of September 29, 2011

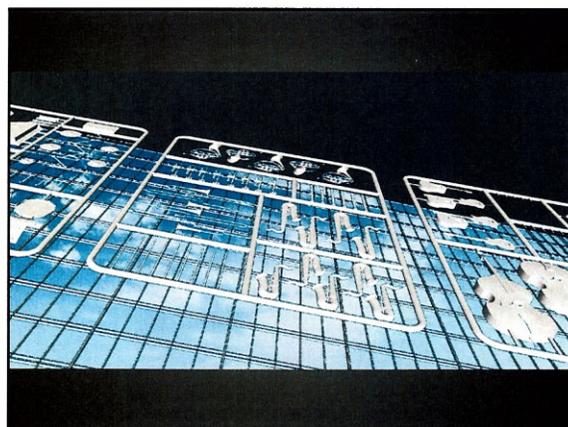
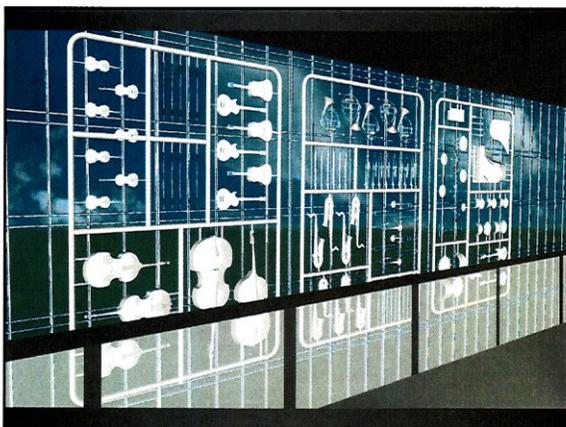
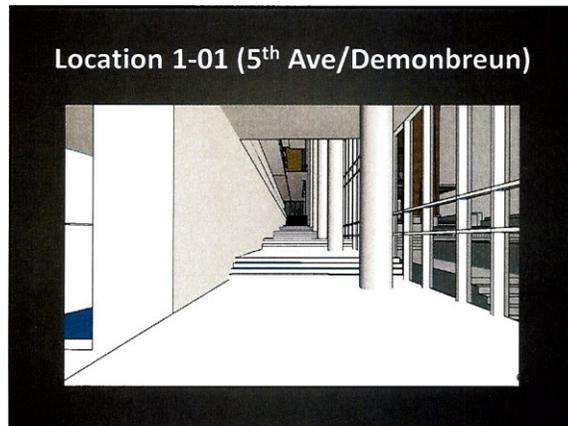
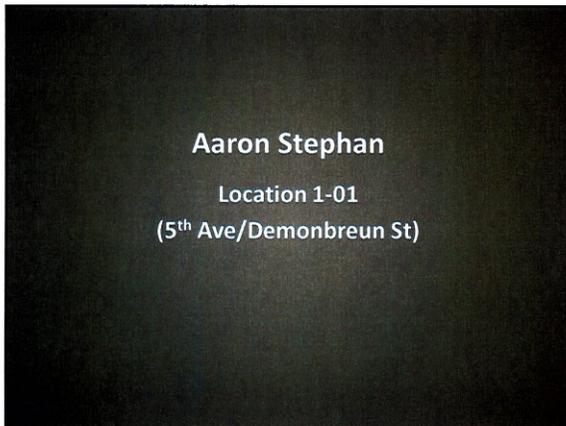
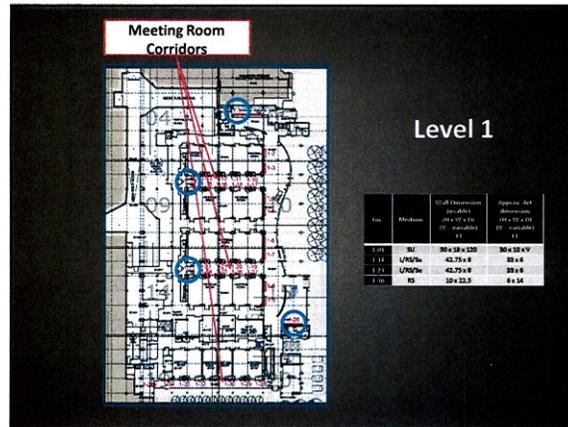
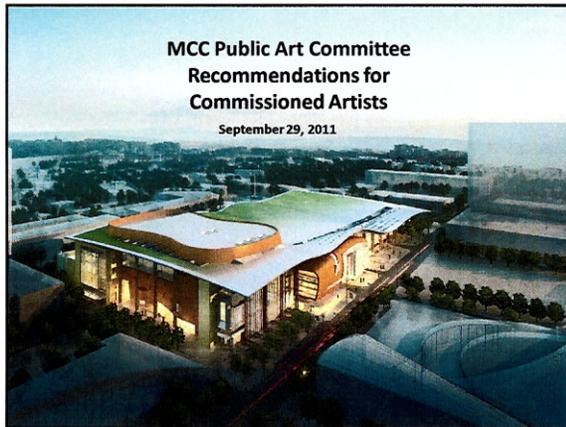
# Music City Center - Public Art Budget

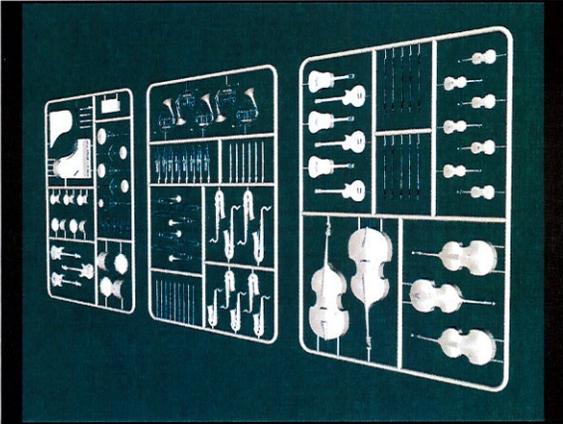


Description	Budget	Paid to Date	Cost to complete
<b>Commissioned Artworks</b>			
Location 1-01 - Cascade Stairs @ Demonbreun	150,000	-	150,000
Location 1-14 - Meeting Room Hallway	30,000	-	30,000
Location 1-23 - Meeting Room Hallway	30,000	-	30,000
Location 1-36 - Under 5th Ave Escalators	50,000	-	50,000
Location 3-25 - Mosaic in 6th Ave Tunnel*	125,000	-	125,000
Location 3-27 - 6th Ave Lobby	90,000	-	90,000
Location 7-01 - Grand Lobby	220,000	-	220,000
Location 7-03 - 5th Ave Escalators	220,000	-	220,000
Grand Ballroom Wall art niches	25,000	-	25,000
<b>Acquired Artworks</b>	468,000	-	468,000
<b>Proposal Fees</b>	47,500	35,000	12,500
<b>Installation / Storage / Documentation</b>	100,000	-	100,000
<b>Additional Structure / Lighting Changes</b>	75,000	-	75,000
<b>Framing</b>	75,000	-	75,000
<b>Signage ( Wall labels)</b>	10,000	-	10,000
<b>Metro Arts Mgmt Fee</b>	112,500	112,500	-
<b>Installation / Maintenance Consultant</b>	37,500	-	37,500
<b>Consultant Reimbursables</b>	2,500	-	2,500
<b>Contingency</b>	132,000	-	132,000
<b>Public Art Budget</b>	<b>2,000,000</b>	<b>147,500</b>	<b>1,852,500</b>

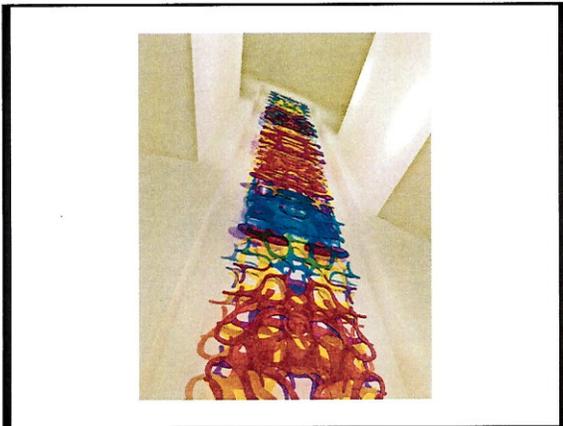
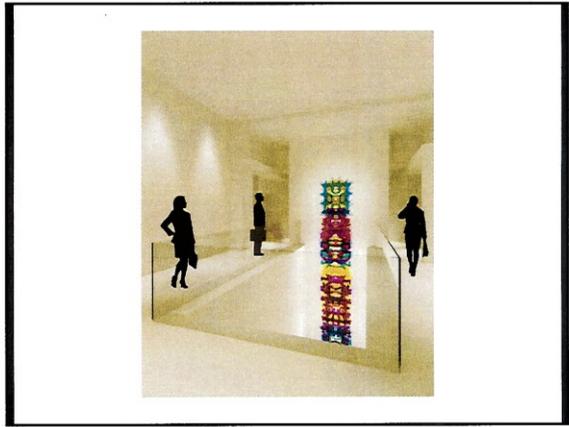
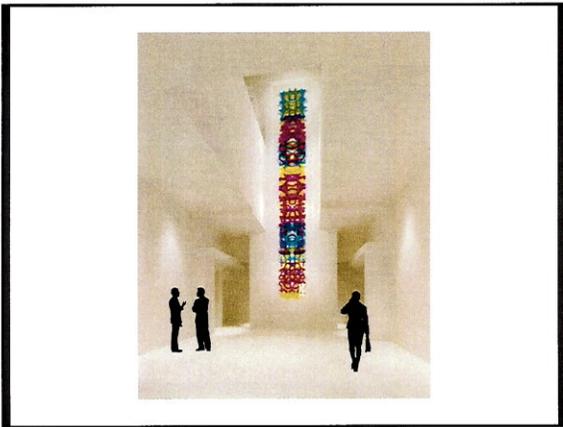
\*Note: The full budget for the mosaic is \$200,000. \$75,000 is funded through the Bell Clark contract's tile allowance for this area.



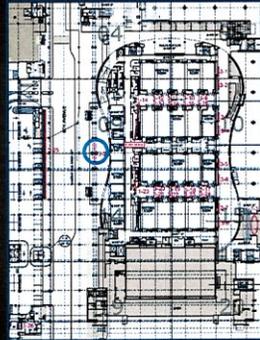




Phillip Smith  
 Locations 1-14 and 1-23  
 (Meeting Room Corridor)



Level 3

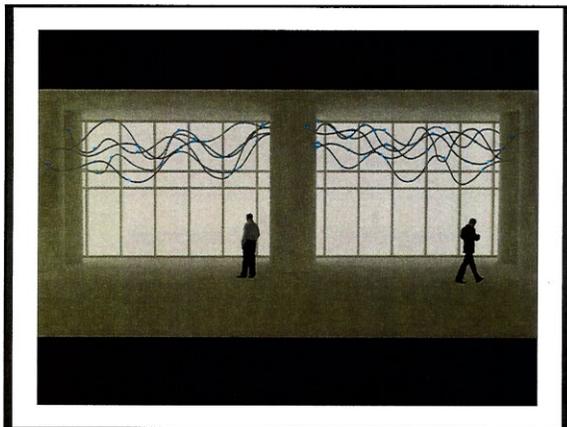
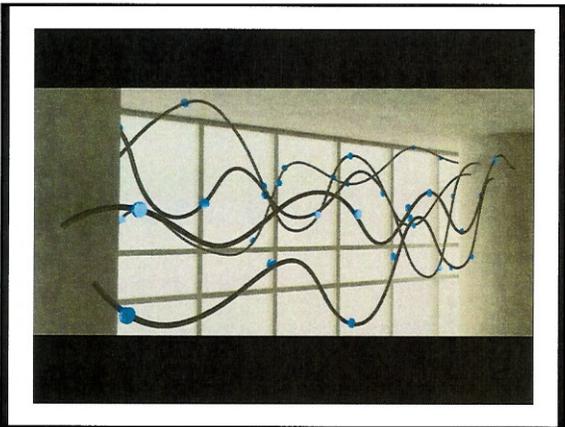
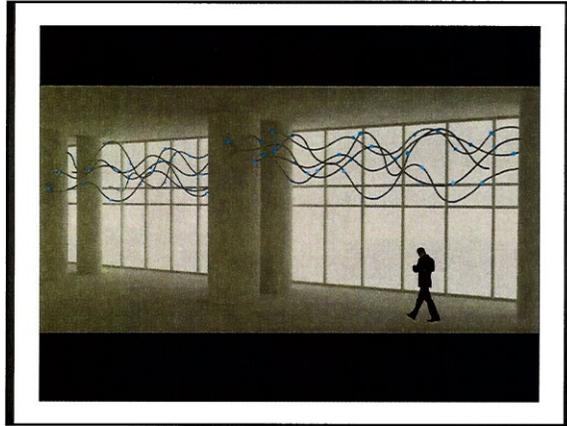
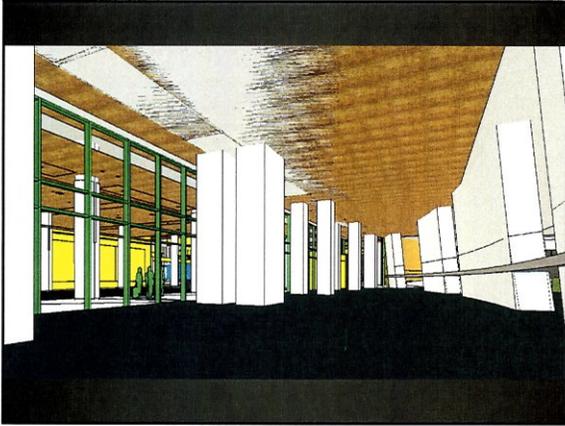


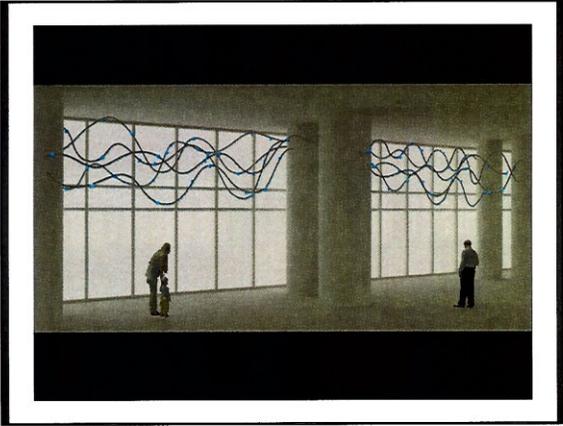
Loc.	Medium	Wall Dimension (variable) (H x W x D) (V = variable) FT	Approx. Art dimension (H x W x D) (V = variable) FT
3-25	Mr Deigh free overley	15 X 165	15' X 165'
3-27	Su	20 x 50 x 17	10 x 40 x 15

Beth Galston

Location 3-27  
(6<sup>th</sup> Ave Lobby)

Location 3-27 (6<sup>th</sup> Ave Lobby)

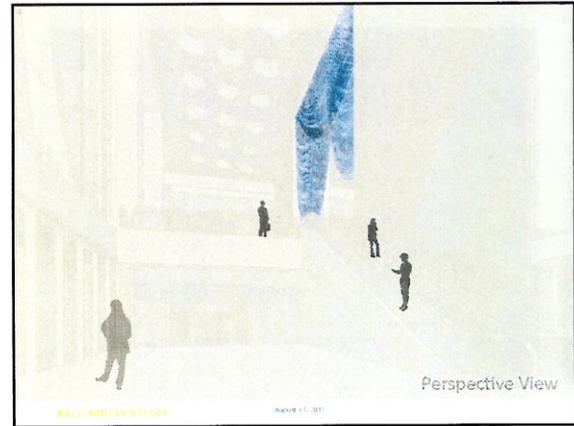
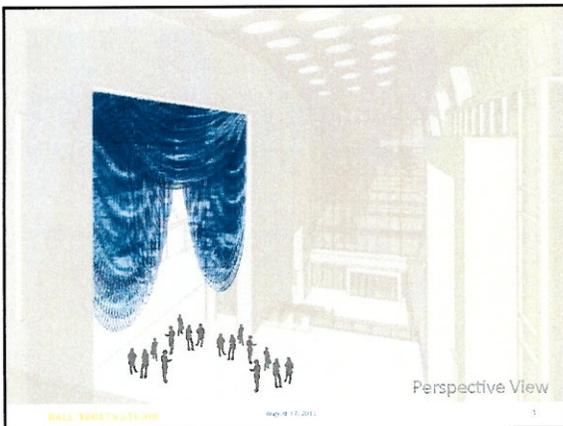




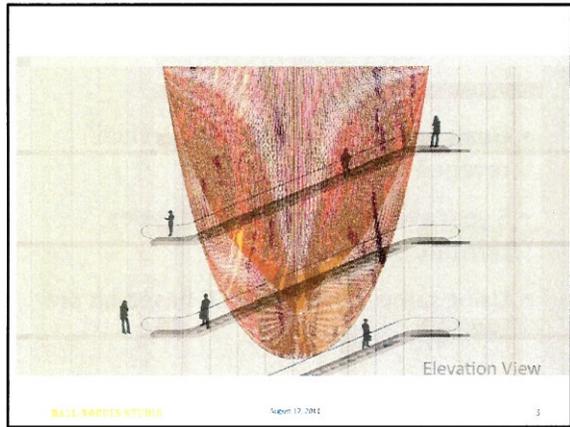
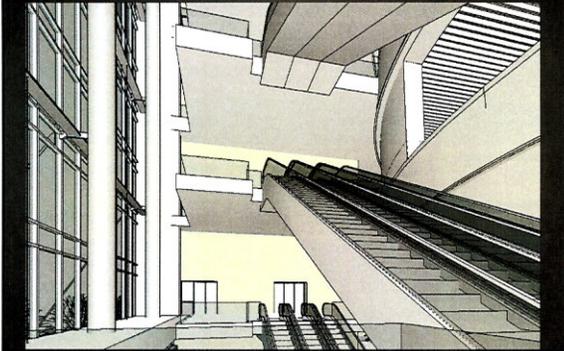
### Level 7

Loc.	Medium	Wall Dimension (usable) (H x W x C) (V = variable) FT	Approx. Art dimension (H x W x C) (V = variable) FT
7-01	Su	57.5 x 50 x 5	30 x 20 x 30
7-03	Su	80 x 70 x 26	80 x 54 x 20

**Benjamin Ball**  
 Location 7-01 or 7-03  
 (Main Lobby or 5<sup>th</sup> Ave at Omni Hotel)



### Location 7-03 (5<sup>th</sup> Ave at Omni Hotel)

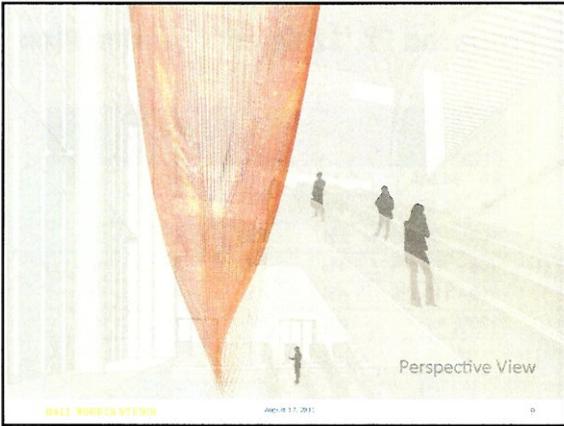


Elevation View

BALL, BOWEN & STONE

September 17, 2011

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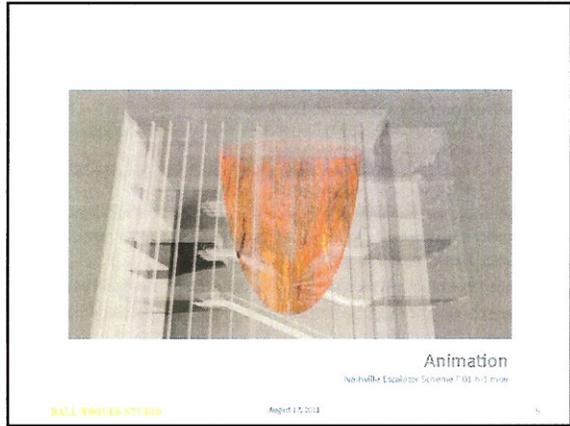


Perspective View

BALL, BOWEN & STONE

March 17, 2011

2



Animation

Nashville Escalator Scheme 100 10-11 view

BALL, BOWEN & STONE

Report 1.2.2011

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### MCC/NCC Sales Goals

### NCC Sales Territories



WEST/CMA  
Cynthia M. Jones

DC/EAST  
Crystal Fields

MIDWEST  
Tim Strohl

SOUTHEAST  
Van Ingram

## NCC Methodology

- Goals are based on replacing annual revenue
- 5 year average per month per sales territory
- Using same model for MCC based on pre-selling pricing structure

## Sales Goals FY 11-12

	NCC		MCC		Combined	
	Rental	F&B	Rental	F&B	Rental	F&B
DC/East (Fields)	\$400,000	\$225,000	\$1,691,550	\$1,256,580	\$2,091,550	\$1,481,580
Midwest (Strobl)	\$425,000	\$250,000	\$1,050,000	\$780,000	\$1,475,000	\$1,030,000
West/Religious (Jones)	\$350,000	\$200,000	\$291,550	\$216,580	\$641,550	\$416,580
Southeast (Ingram)	\$450,000	\$200,000	\$466,900	\$346,840	\$916,900	\$546,840
Short-term (Ovations)	\$350,000	\$450,000	\$0	\$0	\$350,000	\$450,000
<b>Total</b>	<b>\$1,975,000</b>	<b>\$1,325,000</b>	<b>\$3,500,000</b>	<b>\$2,600,000</b>	<b>\$5,475,000</b>	<b>\$3,925,000</b>

## Proposed FY '12 Sales Incentive Plan

1. Two plans – one for NCC and one for MCC
  - Team and individual sales manager must achieve 90% of combined goal for the NCC incentive plan to be activated
  - Team and individual sales manager must achieve 90% of combined goal for the MCC incentive plan to be activated
2. Additions or deductions in building rental and F&B for previously contracted events will be added to or deducted from respective sales manager and team.
3. Incentive plan will be paid at the conclusion of the fiscal year.
4. Sales manager must be actively employed, in good standing, and been employed for a minimum of six (6) months by the end of the fiscal year when incentive is paid.

## Proposed FY '12 Sales Incentive Plan

% of Goal Achieved	NCC Rental	NCC F&B	MCC Rental	MCC Food
90 - 94.9%	0.5%	0.5%	0.5%	0.5%
95 - 99.9%	1%	1%	1%	1%
100 - 104.9%	2%	2%	2%	2%
105 - 109.9%	3%	3%	3%	3%
110 - 119.9%	4%	4%	4%	4%
120% +	5%	5%	5%	5%

