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 August 25, 2011 at 9:01 a.m. in Room 214 at the Nashville Convention Center, Nashville, Tennessee.

MARKETING & OPERATIONS COMMITTEE MEMBERS PRESENT: Mona Lisa Warren, Mark Arnold, *Luke Simons and Marty Dickens, ex-officio

MARKETING & OPERATIONS COMMITTEE MEMBERS NOT PRESENT: Ken Levitan

OTHERS PRESENT: Councilman Ronnie Steine, Kevin Wisniewski, Carrie Logan, Jennifer Cole, Brian Ivey, Holly McCall, Debbie Frank, Ryan Johnson, Charles Robert Bone, Terry Clements, Charles Starks and Harriett Royer

Mona Lisa Warren, Chair of the Marketing & Operations Committee, opened the meeting and noted there was not a quorum present and that any information presented would be for informational purposes only until a quorum was established.

Charles Starks provided an update on MCC/NCC site visits. Then he discussed FY 2012 proposed sales goals and incentive plan (Attachment 1). Mr. Starks mentioned that bids have come back to Metro Purchasing on the RFP for compensation & benefit analysis for the MCC.

*Denotes arrival of Luke Simons and that a quorum had been established.

It was discussed that this plan will be considered and voted on at the next committee meeting.

ACTION: Luke Simons made a motion to approve the Marketing & Operations Committee minutes of April 21, 2011. The motion was seconded by Mark Arnold and approved unanimously by the Committee.

Debbie Frank provided an update on the public art project.

Mona Lisa Warren referenced two draft letters regarding the release of the Metro Arts Commission from their contract with the CCA for the process of procuring public art.

ACTION: Mark Arnold made a motion to adopt a recommendation that the remainder of the artist contracting and acquisition components of the project be managed internally by the project staff and accordingly that the Arts Commission be released from the Music City Center Complex Public Art Agreement. 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 9:46 a.m.

Respectfully submitted,

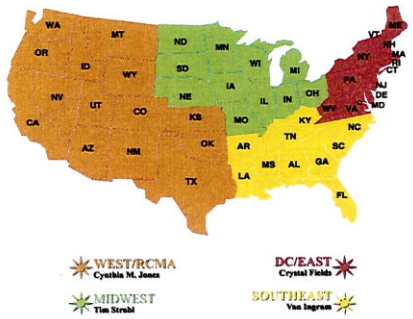
Charles L. Starks
Executive Director
Nashville Convention Center

Approved:

Mona Lisa Warren, Chair
Marketing & Operations Committee
Of August 25, 2011

MCC/NCC Sales Goals

NCC Sales Territories



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
Total	$1,975,000	$1,325,000	$3,500,000	$2,600,000	$5,475,000	$3,925,000

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%