

**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 27, 2012 at 9:00 a.m. in Room 103 at the Nashville Convention Center, Nashville, Tennessee.

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

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

**OTHERS PRESENT:** Leo Waters, Charles Starks, Elisa Putman, Teri McAlister, Erin Hampton, Holly McCall, Charles Robert Bone, Jasmine Quattlebaum

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

**ACTION:** Mark Arnold made a motion to approve the Marketing & Operations Committee minutes of May 31, 2012. The motion was seconded by Luke Simons and approved unanimously by the committee.

With no project updates, Charles Starks was asked to give an operations update. He began by discussing the FY 2013 sales team goals. (Attachment #1) There was discussion.

**ACTION:** Luke Simons made a motion approving the sales goals and incentive plan for FY 2013. The motion was seconded by Ken Levitan and after discussion was approved unanimously by the committee.

With no objection the agenda items were taken out of order and Mr. Starks was asked to discuss the Food & Beverage RFP and there was discussion.

**ACTION:** Luke Simons made a motion to accept the Centerplate recommendation of the Selection Committee and recommend to the full Authority that it negotiate a Food and Beverage Operations and Services Agreement with Centerplate. The motion was seconded by Mark Arnold and approved unanimously by the committee.

Next, Charles Robert Bone discussed the Distributed Antennae System RFP.

**ACTION:** Luke Simons made a motion to accept the AT&T recommendation of the Evaluation Panel and recommend to the full Authority that it negotiate and execute a License Agreement with AT&T. The motion was seconded by Mark Arnold and approved unanimously by the committee.

\*Denotes departure of Luke Simons

Charles Starks then gave a technology update. He also discussed work on a recommendation for the CCA benefits and the HR audit that Cushion is conducting. He also gave an audio visual and rigging RFP update and there was discussion.

There was additional discussion about food and beverage.

With no additional business a motion was made to adjourn, with no objection the Marketing & Operations committee of the CCA adjourned at 10:04 a.m.

Respectfully submitted,



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Charles L. Starks  
Executive Director  
Nashville Convention Center

Approved:



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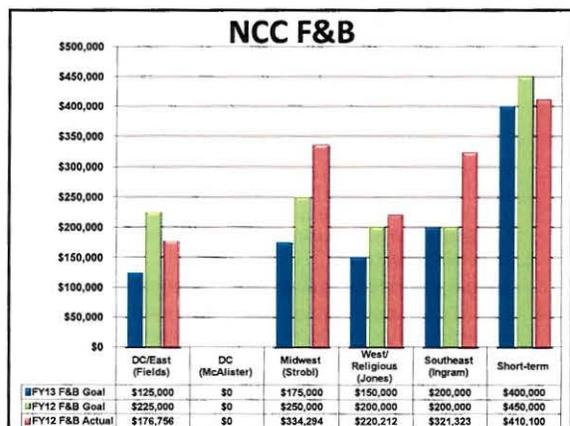
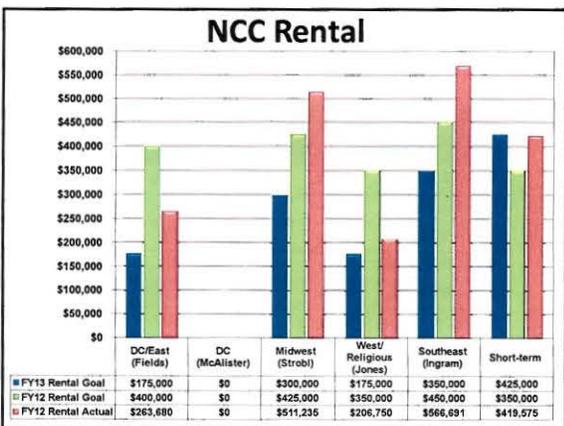
Mona Lisa Warren, Chair  
CCA Marketing & Operations Committee  
Meeting Minutes of September 27, 2012

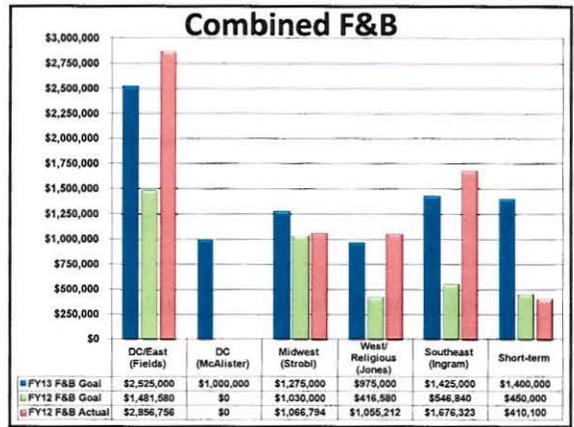
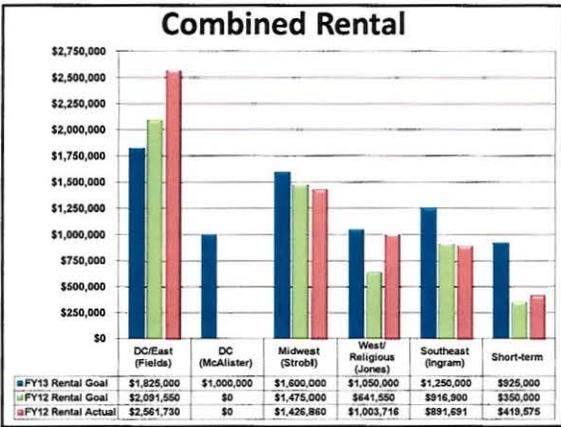
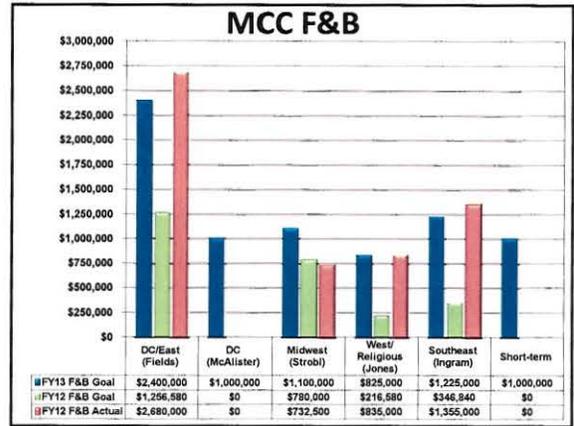
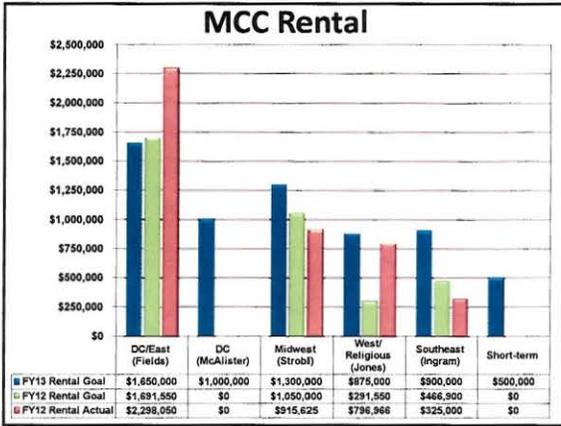


- ### Methodology
- Goals are based on replacing annual revenue
  - 5 year average per month per sales territory
  - Using same model for MCC based on pre-selling pricing structure

### Sales Goals FY 2013

	NCC		MCC		Combined	
	Rental	F&B	Rental	F&B	Rental	F&B
DC/East (Fields)	\$175,000	\$125,000	\$1,650,000	\$2,400,000	\$1,825,000	\$2,525,000
DC (McAllister)	\$0	\$0	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Midwest (Strobl)	\$300,000	\$175,000	\$1,300,000	\$1,100,000	\$1,800,000	\$1,275,000
West/Religious (Jones)	\$175,000	\$150,000	\$875,000	\$825,000	\$1,050,000	\$975,000
Southeast (Ingram)	\$350,000	\$200,000	\$900,000	\$1,225,000	\$1,250,000	\$1,425,000
Short-term (Ovations)	\$425,000	\$400,000	\$0	\$0	\$425,000	\$400,000
Short-term (MCC)	\$0	\$0	\$500,000	\$1,000,000	\$500,000	\$1,000,000
<b>FY 2013 Total</b>	<b>\$1,425,000</b>	<b>\$1,050,000</b>	<b>\$6,225,000</b>	<b>\$7,550,000</b>	<b>\$7,650,000</b>	<b>\$8,600,000</b>
<b>FY 2012 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 '13 Sales Incentive Plan
- 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
  - 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.
  - Incentive plan will be paid at the conclusion of the fiscal year.
  - 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 '13 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%