

MINUTES OF THE MEETING

METROPOLITAN AUDITORIUM COMMISSION

WEDNESDAY, AUGUST 2, 2017

9:00 A.M. ROOM A-31

PRESENT: John Landers, Aleah Armstrong, Alice Chapman, Paulette Hanson, Perri duGard Owens, and Christy Watkins.

ABSENT: Blake McDaniel.

GUESTS: Theresa Costonis, Attorney, Metro Legal Department; Jay McDowell, Musicians Hall of Fame and Museum, and Peter Heidenreich, Hall Strategies.

Mr. Landers called for the approval of the minutes for the meeting held on June 14, 2017.

The motion to approve the minutes was made by Ms. Chapman and seconded by Ms. Watkins. Vote – Unanimous.

Mr. Landers invited Mr. McDowell to present the Musicians Hall of Fame and Museum (MHFM) report.

Mr. McDowell reported that the Musicians Hall of Fame and Museum (MHFM) has constructed a new ticket booth to streamline the ticket process and improve security. He stated that the museum has acquired some new items including two outfits that belonged to Jimi Hendrix.

Mr. Landers invited Mr. Heidenreich to address the Commission.

Mr. Heidenreich stated that he asked Mr. Landers to address the Commission. He said that he was not representing Mr. Chambers (MHFM), and that he was attending on behalf of Butch Spyridon with the Nashville Convention and Visitors Corporation in regard to an upcoming event that has major consequences for the city. He said that the Professional Convention Management

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Association (PCMA) is slated to host their convention in Nashville on January 7-10, 2018. He stated that an entertainment event that will utilize both the NMA and MHFM will take place on January 9, 2018 and the Commission will have five months to make sure everything is in top shape for hosting the event. He said that Mr. Spyridon would like to see a report in 30 days to show the actions taking place to address anything that needs to be done.

Mr. Landers invited the Commission members to walk around and make suggestions with regard to what needs to be done. He stated that Mr. Larry Attema might be able to assist with an evaluation of the property.

Mr. Heidenreich stated that the Commission and staff need to develop an executable plan to address anything that needs to be fixed. He noted that the event is the closing reception for the PCMA convention.

Mr. Landers asked Mr. Skoney to present the backstage improvements report.

Mr. Skoney noted that he sent the Commission photos showing the progress of the renovations, and he said that they are on track to finish by September 12, 2017.

Mr. Skoney reported that the steam leak is no longer going outside the museum, but now it is going into the engine room so it is still not fixed. He said that we are bringing in more engineers to look at the issue.

Mr. Landers asked Ms. Hill to present the Sales and Marketing Report.

Ms. Hill reviewed the event bookings. She noted that a new area of concentration is the booking of talent competitions.

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Ms. Watkins suggested that we have a press release highlighting the backstage improvements to generate more bookings.

Ms. Hill stated that after the backstage renovations are completed, we will send out a press release highlighting the improvements.

Ms. Owens suggested that Ms. Hill leverage the PCMA event by communicating with clients on the sales report ahead of the event next year.

Ms. Armstrong inquired about Snapchat for the NMA.

Ms. Hill replied that we had an intern last fall to make three attempts to upload filters for the free option and our submissions were rejected three times. She said that we will work on it again this fall.

Mr. Landers asked Mr. Skoney to present the Manager's Report.

Mr. Skoney stated that we have been closed most of the summer due to the backstage renovations. He reviewed past and upcoming events.

He reported that in order to ban guns from the facility during events, we will have to increase staffing at the front entrance as we are required to have a trained security person check all belongings and use metal detection per a new law passed by the State of Tennessee (T.C.A. 39-17-1359).

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Ms. Costonis stated that the museum has a separate entrance which is considered an emergency exit during events, but an alarm will have to be installed in the event someone tries to access the arena from the exhibition floor.

Mr. Skoney stated that he and Mr. McDaniel met with Finance Director Talia Lomax-O'dneal to discuss needed capital improvements, such as HVAC, refurbished public restrooms, a rigging grid, new risers, etc.

Mr. Skoney stated that we want to have a reception celebrating the renovated dressing rooms and 55th Anniversary of the NMA on September 21, 2017.

Ms. Chapman, Ms. Watkins, and Ms. Owens agreed to help the staff plan the reception.

Mr. Skoney stated that the next meeting is October 4, 2017.

Mr. Landers formally welcomed Ms. Perri duGard Owens to the Commission.

There being no further business, the meeting adjourned at 9:55 a.m.

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APPROVED:
