

**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.

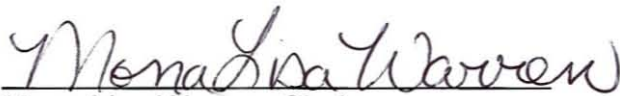
With no additional business a motion was made to adjourn, with no objection the Marketing & Operations committee of the CCA adjourned at 8:46 a.m.

Respectfully submitted,



Charles L. Starks
Executive Director
Nashville Convention Center

Approved:



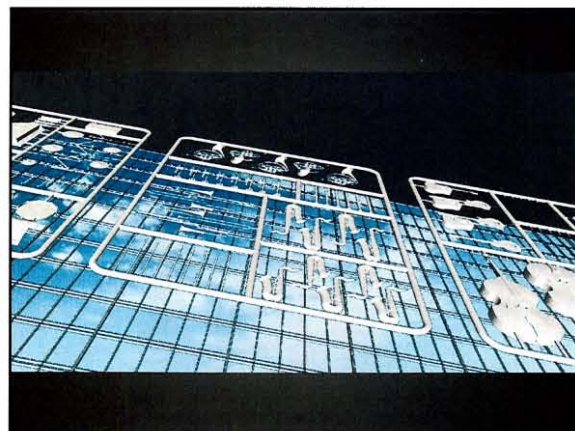
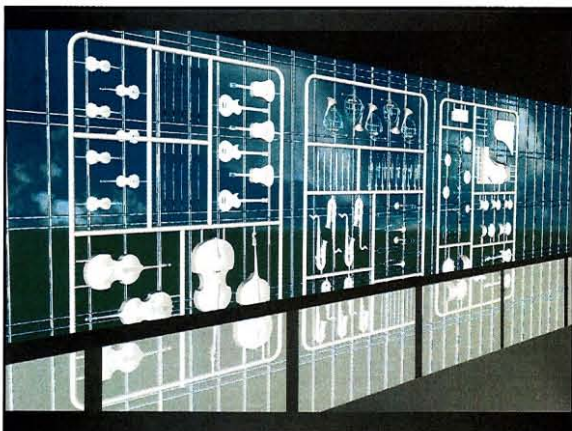
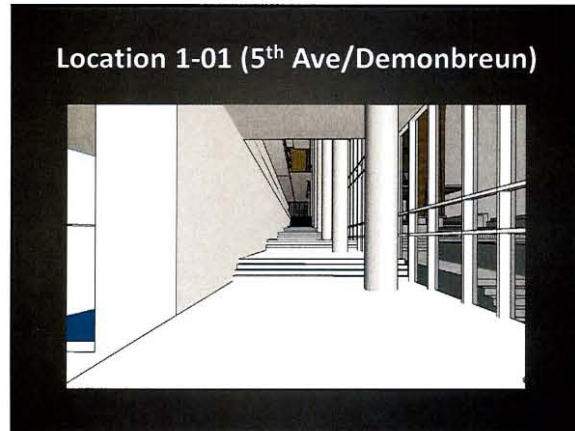
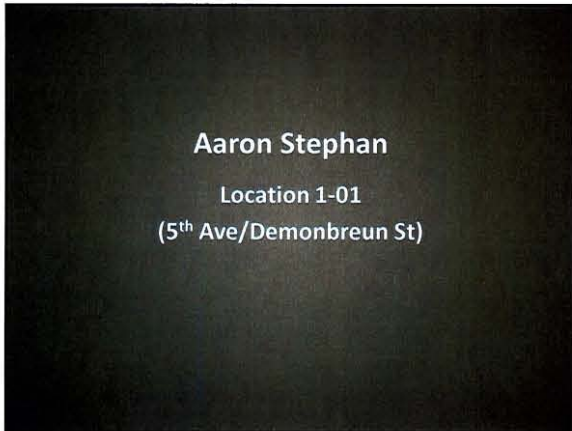
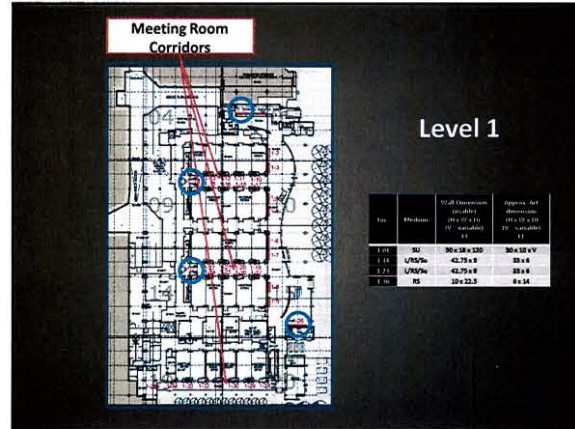
Mona Lisa Warren, Chair
Marketing & Operations Committee
Of September 29, 2011

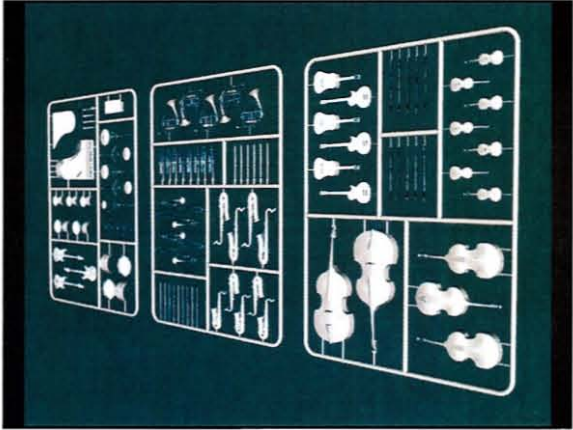
Music City Center - Public Art Budget



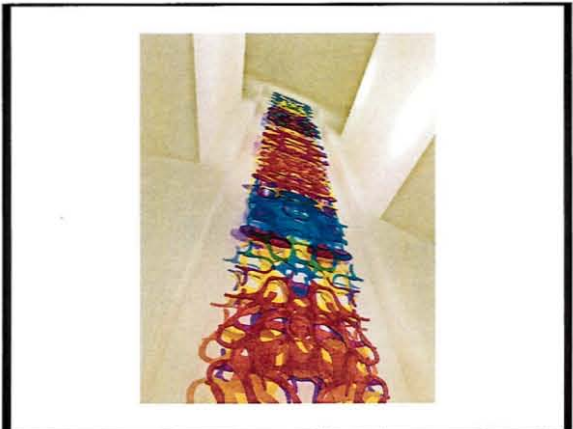
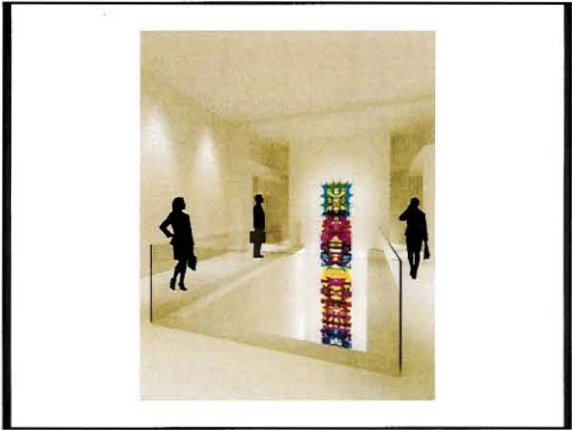
Description	Budget	Paid to Date	Cost to complete
Commissioned Artworks			
Location 1-01 - Cascade Stairs @ Demonbreun	150,000	-	150,000
Location 1-14 - Meeting Room Hallway	30,000	-	30,000
Location 1-23 - Meeting Room Hallway	30,000	-	30,000
Location 1-36 - Under 5th Ave Escalators	50,000	-	50,000
Location 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
Acquired Artworks	468,000	-	468,000
Proposal Fees	47,500	35,000	12,500
Installation / Storage / Documentation	100,000	-	100,000
Additional Structure / Lighting Changes	75,000	-	75,000
Framing	75,000	-	75,000
Signage (Wall labels)	10,000	-	10,000
Metro Arts Mgmt Fee	112,500	112,500	-
Installation / Maintenance Consultant	37,500	-	37,500
Consultant Reimbursables	2,500	-	2,500
Contingency	132,000	-	132,000
Public Art Budget	2,000,000	147,500	1,852,500

*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)



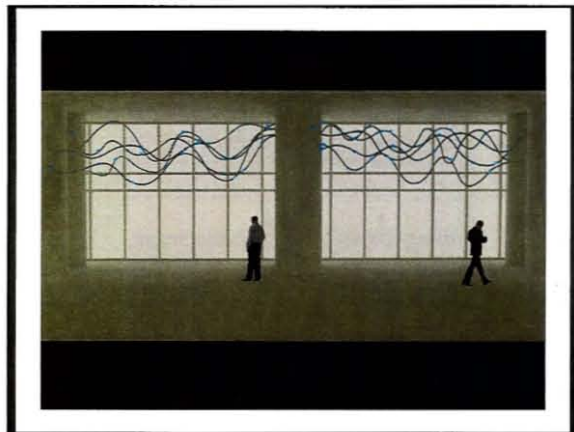
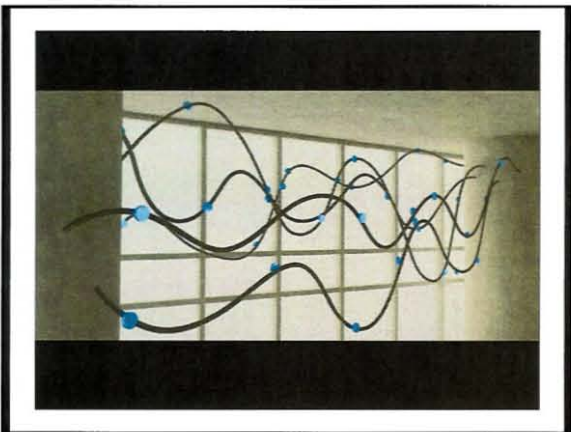
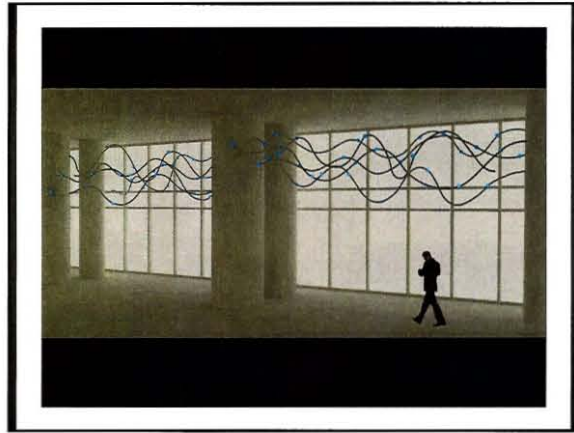
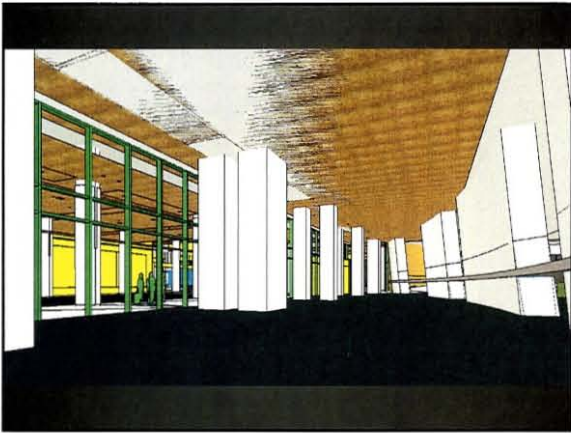
Level 3

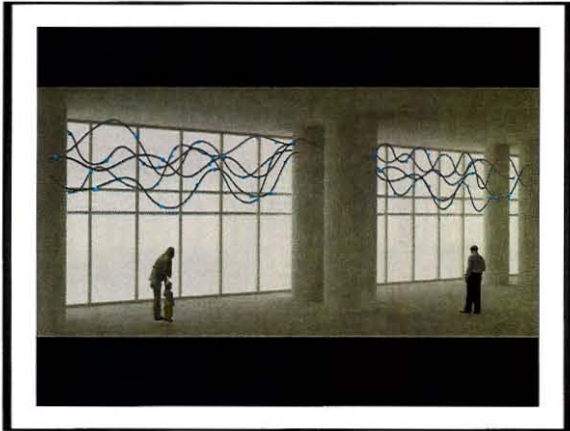
Loc.	Medium	Wall Dimension (existing) (H x W x D) (V = variable) ft.	Approx. Art dimension (H x W x D) (V = variable) ft.
1-23	Mt. Design flex overlay	15' X 145	15' X 160'
1-27	Su	20 x 50 x 17	10 x 40 x 15

Beth Galston

Location 3-27
(6th Ave Lobby)

Location 3-27 (6th Ave Lobby)

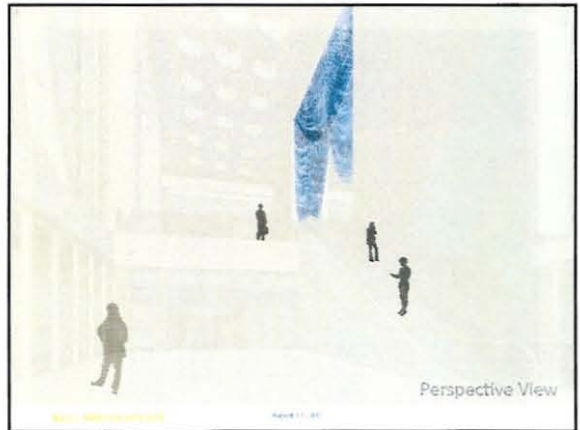
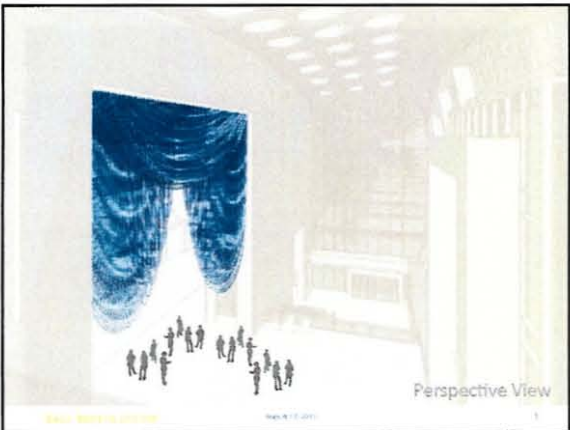




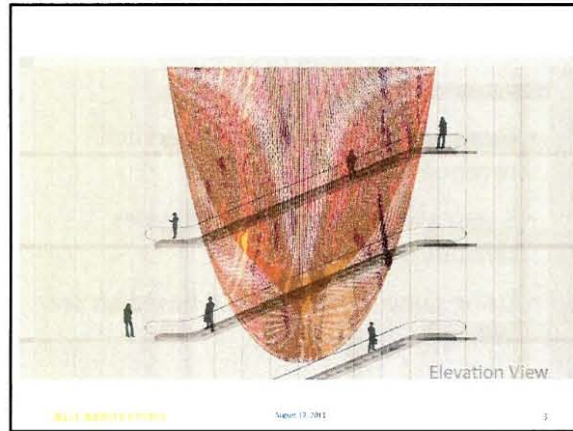
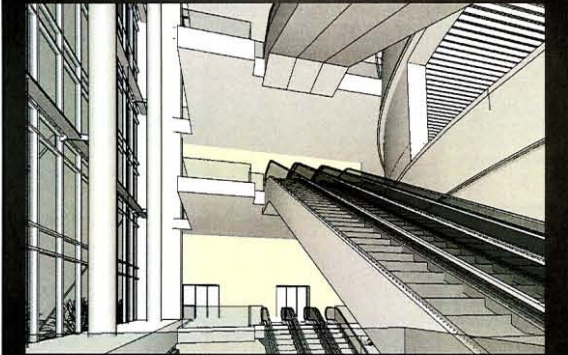
Level 7

Loc.	Medium	Wall Dimension (variable) (ft x w x d) (ft x variable) ft	Approx. Art dimension (ft x w x d) (ft x variable) ft
7-01	Su	57.5 x 50 x 5	30 x 30 x 20
7-03	Su	80 x 70 x 26	80 x 54 x 20

Benjamin Ball
 Location 7-01 or 7-03
 (Main Lobby or 5th Ave at Omni Hotel)



Location 7-03 (5th Ave at Omni Hotel)



Elevation View

September 12, 2011

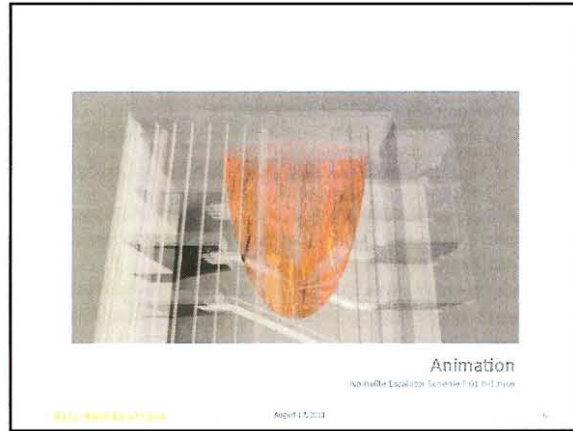
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Perspective View

January 17, 2011

9



Animation

Norville Escalator Scheme 1 of 03 (01) June

August 17, 2011

16



MCC/NCC Sales Goals



NCC Sales Territories

WEST/PCMA
Cyathia M. Jones

MIDWEST
Tim Strobl

DC/EAST
Crystal Fields

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	\$1,891,550	\$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%

