

SPORTS AUTHORITY OF THE METROPOLITAN GOVERNMENT OF NASHVILLE & DAVIDSON COUNTY  
Minutes of January 19, 2017 Annual Meeting of the Board of Directors  
Bridgestone Arena  
10:30 a.m.

**Board Members:** Kim Adkins, Cathy Bender, Ralph Perrey, Christie Wilson, Dudley West, Khalat Hama, Lisa Howe, Bob Obrohta, Margaret Behm, Catana Starks, Chuck Meriwether  
**Staff:** Monica Fawknatson, Ilesha Montesrin, Quinton Herring, Margaret Darby (Legal)  
**Titans/ Nissan Stadium:** Jenneen Kaufman, Bob Flynn, Burke Nihill  
**Predators:** Kyle Clayton, David Kells, Danny Butler, Jeremy Meriwether, Michelle Kennedy, Sean Henry, Ben Bosse, Keith Hegger, Jill Ormandy,  
**First Tennessee Park:** Doug Scopel (Senior Vice President), Adam Nuse (General Manager)  
**Visitors:** Ed Henley (Commonwealth Development), Jordan Wyman (Commonwealth Development), Roxianne Bethune (Metro), Brasher Burbank (Stewart Logistics, Inc.), Eddie Stewart (Stewart Logistics, Inc.), Chase Oeser (Stewart Logistics, Inc.), Tim Dougan (SP+ Parking)

Chairwoman Kim Adkins called the meeting of the Sports Authority to order at 10:30 a.m. and welcomed all in attendance. Ms. Adkins reminded everyone that the appeals process for decisions by the Authority could be found at the top of the agenda. **Upon a motion duly made and seconded, the Sports Authority unanimously voted to approve the minutes of the December 15, 2016 meeting.**

***Executive Director's Report***

Chairwoman Adkins recognized Ms. Monica Fawknatson to give the Executive Director's Report. Ms. Fawknatson stated that, in accordance with the Bylaws, the January meeting serves as the Authority's Annual Meeting. She stated that facility reports would not be heard but, instead, the Board would receive a parking report from Brasher Burbank (Stewart Logistics, Inc.) and a Special Event Report from Quinton Herring, Sports Authority Special Event Coordinator. She continued that, following reports, the Board would be asked to elect the 2017 Chair, Vice-Chair, and Secretary/Treasurer. Ms. Fawknatson reported that the Board will continue to meet on the third Thursday of each month with meetings beginning at 10:30am. The meeting structure will change with the Board receiving one report from the host facility each month. This will allow for a more detailed report from that facility and give the board more time for questions and comments.

Ms. Fawknatson additionally reported that Sports Authority staff will have a meeting with the tenants of Bridgestone Arena on January 26<sup>th</sup>. She concluded by stating that Pollstar Magazine has ranked Bridgestone Arena as the 5<sup>th</sup> busiest arena in the U.S. (for the 2<sup>nd</sup> year in a row) and ESPN, in its Ultimate Rankings, ranked the arena #6 out of 122 major league teams.

***FY17 Parking and Special Event Reports***

Chairwoman Adkins recognized Mr. Brasher Burbank, V.P. of Stewart Logistics, to begin the FY17 Parking Report. Mr. Burbank stated that Stewart Logistics was awarded the parking contract in 2012 for a period of five years. He stated that at the beginning of their contract the Sports Authority asked for

transparency in reporting, a good level of customer service, and also that they market the use of Nissan Stadium. Stewart Logistics is audited annually and, for the past four years, have had clean audits. In 2016, there were just over 120 events and lot rentals. Some notable events included:

- Special Olympics- Polar Plunge
- The Grammy's
- Ragin' Cajun Crawfish Boil
- March of Dimes
- Light the Night
- Making Strides Against Breast Cancer
- Rock N' Roll Marathon
- MS Walk
- Wine on the River
- Dragon Boat Races

Mr. Burbank stated that each year the revenues grow progressively. In year 1 of the contract, revenues were approximately \$250,000 and, by year 4, had grown to \$380,000. His projection for year 5 is to be well over \$400,000. Mr. Burbank announced that Stewart Logistics had just signed a contract with the Titans to be their parking contractor for the foreseeable future. The footprint at Nissan Stadium involves multiple partners including the Titans, Metro Parks, Public Works, the Nashville Downtown Partnership, and Bridgestone Arena. He concluded his report by stating that Stewart Logistics has 6 full-time and 250 part-time employees.

Chairwoman Adkins then recognized Mr. Quinton Herring, Sports Authority Special Event Coordinator, to give a Special Event Report. Mr. Herring reported that the first event he worked on was called "The Grand Tour," and that the filming crew Nissan Stadium Lot R and the oval in front of the Bridge Building as its basecamp. Other events during the month of December were the Piedmont Christmas Parade, the Rudolph Red Nose Run, and a pre-game tailgate event for the Music City Bowl. The final quarter of 2016 consisted of 79 events, while the same period of time in 2015 only had 32 events. Upcoming events include Power Together (The Women's March), Fangtastic 5K, Tom King Classic, SEC Basketball Tournament, and the Great American Eclipse. Mr. Herring reported that he provides the Mayor's Office with quarterly reports for the Sports Authority's Public Investment Plan. These reports include graphs that depict FY16 and FY17 revenues, new events, total events, and the total number of parking spaces used. He will also begin marketing the events through social media outlets. Mr. Herring concluded his report by stating that he intends to bring in more events hosted by non-profit organizations and is collecting data on the customer service experience by sending out surveys at the completion of events.

### ***2017 Board Elections***

Chairwoman Adkins recognized Ms. Cathy Bender, Vice-Chair, to conduct the 2017 Board elections. Ms. Bender opened the floor to nominations for Chair, Vice-Chair, and Secretary. Ms. Lisa Howe made a motion that the current slate of officers be retained for 2017. **Upon a motion duly made**

**and seconded, the Sports Authority unanimously voted to elect Ms. Kim Adkins as Chair, Ms. Cathy Bender as Vice-Chair, and Ms. Christie Wilson as Secretary.**

***There being no other business, the meeting was adjourned.***