

**SPORTS AUTHORITY OF THE METROPOLITAN GOVERNMENT OF NASHVILLE  
& DAVIDSON COUNTY**

Minutes of March 16, 2017 Meeting of the Board of Directors  
Nissan Stadium  
10:30 a.m.

**Board Members:** Kim Adkins, Cathy Bender, Ralph Perrey, Christie Wilson, Dudley West, Khalat Hama, Lisa Howe, Margaret Behm, Catana Starks, Chuck Meriwether, Rip Ryman, Emmett Wynn

**Staff:** Monica Fawknotson, Ilesha Montesrin, Quinton Herring, Margaret Darby (Legal)

**Titans/ Nissan Stadium:** Jenneen Kaufman, Walter Overton, Bob Flynn, Robbie Bohren

**Predators:** Kyle Clayton, David Kells, Gerry Helper, Michelle Kennedy, Danny Butler, Natalie Aronson

**First Tennessee Park:** Doug Scopel, Adam Nuse, Destiny Whitmore

**Visitors:** Ed Henley (Commonwealth Development Group), Larry Atema (Commonwealth Development Group), Roxianne Bethune (Commonwealth Development Group), Jordan Wyman (Commonwealth Development Group), Scott Ramsey (Nashville Sports Council), Brandon Cox (Nashville Sports Council)

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 February 16, 2017 meeting.**

***Nashville Sports Council Report***

Chairwoman Adkins recognized Mr. Scott Ramsey, President, and Mr. Brandon Cox, to give the Nashville Sports Council (NSC) Report. The NSC seeks to impact the local economy and improve the quality of life by attracting sporting events to Nashville. Mr. Ramsey stated that the NSC is a non-profit organization that shares staff with a second non-profit, the Franklin American Mortgage Music City Bowl. In 2016, the Sports Council generated over \$83 million in direct economic impact for the city of Nashville. Almost 400,000 spectators attended these events and nearly 75,000 hotel room nights were bought as a result of Sports Council hosted events. In terms of media exposure, over 1,100 members of the media covered Sports Council events and Nashville received over 36 hours of national/international television coverage. Since inception in 1992, the Sports Council has tracked \$793,260,744 in direct economic impact, 721,715 hotel room nights, and 3,628,348 spectators. In a recap of the SEC Men's Basketball Tournament, Mr. Ramsey stated that attendance was up about 8,000 from the previous year, all 13 of the games were nationally televised, and the economic impact information will be released in April. The NSC will host the SEC Women's Tournament in 2018, 2022, and 2026. The Men's Tournament will be hosted in 2019-21 and 2023-25.

In a recap of the Franklin American Mortgage Music City Bowl, Mr. Ramsey stated that Tennessee defeated Nebraska 38-24 in a sell-out. 68,496 fans attended the game (4<sup>th</sup> highest attended Bowl game in the nation), and the estimated economic impact is over \$20 million.

The NSC has multiple agreements which include the following:

- Conferences (SEC, ACC, and Big Ten): Entering year four of a six year agreement.
- ESPN (Bowl's television partner): Entering year four of a twelve year agreement.
- Franklin American Mortgage (Bowl's title sponsor): Entering year four of a six year agreement.

The Rock N' Roll Marathon (formerly the Country Music Marathon), another premier Sports Council event, will be held on April 29<sup>th</sup> and the Kids Marathon will be on April 30<sup>th</sup>. In the days leading up to the race, a Health & Fitness Expo will be held on April 27<sup>th</sup> & 28<sup>th</sup>. To date, more than 30,000 participants are already registered and nearly 2,000 volunteer shifts are needed. This August, for the first time, the Sports Council will host the U.S. Women's Amateur Golf Tournament in August.

In response to a question about the National Collegiate Athletic Association (NCAA) pulling events from certain states due to discriminatory legislation, Mr. Ramsey stated that the NSC is aware of the NCAA and Atlantic Coast Conference (ACC) regulates where their events are held and, at times, has removed events from certain areas (most recently, North Carolina). Mr. Ramsey stated that the NCAA hosts a bid seminar every summer and there will be more details at that time.

### ***Executive Director's Report***

Chairwoman Adkins then recognized Ms. Monica Fawknorton to give the Executive Director's Report. Ms. Fawknorton reported that the board would be asked to consider approval of the License Agreement with Competitor Group for use of parking lots at Nissan Stadium for the Rock N' Roll Marathon. Ms. Fawknorton continued by thanking everyone who attended the Sports Authority's budget discussion with Mayor Megan Barry earlier in the week. Since the previous board meeting in February, additional budget discussions were held with various employees within Metro Finance. It was recommended that the Sports Authority request an increase in Metro's annual contribution to the Capital Stadium Fund, from \$1 million to \$2 million. Ms. Fawknorton stated that the Titans pay for Capital Projects out of pocket and then request reimbursement from the Capital Stadium Fund each year. An increase in the annual contribution will allow the Authority to begin to address the backlog of completed projects requiring reimbursement in a timelier manner. The Facility Assessments that were recently performed on both Nissan Stadium and Bridgestone Arena will confirm the facilities' current condition and explain which capital projects should be priority (with cost estimates included). The Sports Authority will then work with Metro Finance to develop a funding plan for past and

future projects. Ms. Fawknorton stated that the Facility Assessments are currently in the final review stage and her hope is to have them presented at the April meeting.

Ms. Fawknorton next reported that, over the past year, several attraction companies have shown interest in a parcel of land located on Nissan Stadium property and it is owned by the Sports Authority. One of the companies has submitted a proposal for an Observation Wheel, similar to the London Eye, but of smaller scale. Currently, this parcel of land is green space controlled by Metro Parks and used occasionally for small events. Should the Authority determine that developing the land is the right course of action, a Request for Proposal (RFP) or Request for Interest (RFI) would be issued. Ms. Fawknorton noted that serious conversations have yet to be held with the various stakeholders near this particular site (i.e. Titans, Bridge Building, and Metro Parks). She welcomed all feedback from the Board.

Ms. Fawknorton stated that Metro Purchasing has issued a 6-month extension on the Sports Authority's current parking contract with Stewart Logistics. The Mayor's Office of Economic and Community Development is seeking available parking for corporate relocations. The areas of interest are Lots R & T, which are used on a more frequent basis. Until a parking plan is finalized it is difficult to issue an RFP because the scope of work is unclear. The 6-month extension, gives the Sports Authority until the middle of October to issue a new contract. The Sports Authority controls the following lots on a daily basis:

- Lot A (Downtown Partnership)
- Lot B (UBS)
- Lot D (State workers)
- Lot E (Juvenile Justice Center)
- Lot F (Downtown Partnership)
- Lot N (Marshalling Yard)
- Lot P (RV Lot)
- Lot R (Bridge Building & Cumberland Park)
- Lot T (Overflow)

Ms. Fawknorton stated that the Sports Authority will present their Public Investment Plan (PIP) to the Mayor and the PIP panel on March 27<sup>th</sup>. This PIP proposes that two Mamava pods (lactation suites) to be placed at Nissan Stadium, First Tennessee Park, and used at Metro-sponsored Special Events. Bridgestone Arena is not included in this proposal because they have a dedicated room for nursing mothers. Ms. Fawknorton concluded by thanking all of Sports Authority's partners and also the staff.

### ***Consideration of the 2017 Rock N' Roll Marathon License Agreement***

Chairwoman Adkins again recognized Ms. Monica Fawknorton to discuss the License Agreement for the Rock N' Roll Marathon. Ms. Fawknorton stated that the Rock N' Roll

Marathon will be returning the weekend of April 27<sup>th</sup> through the 30<sup>th</sup> and seeks to use parking lots A, B, D, N, P, R, & T at Nissan Stadium. In exchange for the use of Sports Authority controlled parking lots, Competitor Group will pay \$10,000, the same amount as previous years. Ms. Fawknotson noted that there are no substantive changes from the License Agreement that was approved by the Board last year. **Upon a motion duly made and seconded, the Sports Authority unanimously voted to approve the 2017 Rock N' Roll Marathon License Agreement.**

### *Facility Questions*

Chairwoman Adkins recognized Mr. Danny Butler, General Manager of Ford Ice Center, to share some exciting news about a new facility. Mr. Butler stated that at a press conference on March 2nd, Mayor Barry announced plans to build a new ice skating rink and recreational center in Bellevue. The new facility will be modeled after Ford Ice Center and the recreational center that is next door. Mr. Butler stated that there is most certainly a demand for more ice and that, currently, Ford Ice Center is open from 5am to 1am, 7 days a week. The addition of extra ice will create opportunities for more tournaments and events and the next step is to have the Metro Council approve the new development. Ms. Fawknotson stated that the structure of the Bellevue facility will be different from Ford Ice Center in that it will be owned and financed by Metro Parks, not the Sports Authority. The Authority will play a role but the specifics have not been worked out at this time. Chairwoman Adkins asked if there were any other questions about the facility reports and there were none.

### *First Tennessee Park/Sounds Report*

Chairwoman Adkins recognized Mr. Adam Nuse, General Manager of the Nashville Sounds, to begin the Sounds' Report. Mr. Nuse began by stating that the Sounds' mission is to constantly approve every aspect of fan experience. This year marks the Sounds' 40<sup>th</sup> anniversary and opening day is approaching fast, on April 11<sup>th</sup>. Opening Day will feature dueling pianos and fireworks to kick off the beginning of the season.

The Sounds have lined up some fun promotions for the 2017 season. For one game only, the team will be branded with a new name and have an entirely new uniform as well. On June 30<sup>th</sup>, the Sounds staff will be competing for the Guinness Book of World Records title for the largest ensemble of air guitars. On August 21<sup>st</sup> First Tennessee Park will host a Solar Eclipse event. The Sounds decided to move their game time up 3 hours to make it a large event and have attendees stay for the game. The Sounds have planned 14 firework displays throughout the upcoming season.

Mr. Nuse then recognized Ms. Destiny Whitmore, Community Relations Manager, to continue the Sounds' Report. Ms. Whitmore reported that the Sounds staff has been very active in the community. They serve as volunteers at the Oasis Center, a shelter for at-risk teenagers where they assist the teenagers in various tasks, such as applying for college, financial aid, and

jobs. Sounds staff also participated in “Random Acts of Kindness” by assisting the family shelter, Safe Haven, and during Read Across America Week (February 28<sup>th</sup> to March 3<sup>rd</sup>), staff went to Buena Vista Elementary School to read to the children. This year Sounds staff also assisted Nashville Public Library in getting the new arrivals ready for a book sale. The Sounds set a year end goal of 2,000 community service hours. As of March they have already completed 1,200 hours. The Sounds are currently in the selection process for the Nashville Sounds Foundation Scholarship. Four students will be selected and will receive a combined contribution of \$40,000. In addition to opportunities outside the walls of First TN Park, Ms. Whitmore noted that home games also present many opportunities for community involvement, including the Hometown Hero Program, where active military is honored at the games with free tickets, food vouchers, and an in-game dedication to their service. The Sounds also offer one non-profit the opportunity to be the “Charity of the Game” where they are given a table at the entrance and two public announcements.

Ms. Whitmore then recognized Mr. Doug Scopel, V.P of the Ballpark, to conclude the Sounds’ Report. Mr. Scopel stated that the team is currently in Arizona for spring training and will return on April 2<sup>nd</sup>. While the team’s roster has not been finalized, they are expecting some of the same players as last year. The first game of the season is on April 6<sup>th</sup> in Texas and the home-opener is on April 11<sup>th</sup>. Mr. Scopel stated that upcoming events include:

- March 21<sup>st</sup>: Vanderbilt vs. Belmont NCAA Baseball
- March 28<sup>th</sup>: Vanderbilt vs. Lipscomb NCAA Baseball
- April 29<sup>th</sup>: St. Jude’s Rock N’ Roll Marathon
- May 20<sup>th</sup>: Big Guitar Brewfest
- June 10<sup>th</sup>: City of Hope Celebrity Softball Game
- August 21<sup>st</sup>: Solar Eclipse Viewing Party
- September 23<sup>rd</sup>: Drink.Eat.Play Fest
- September 29<sup>th</sup>- 30<sup>th</sup>: Concerts- Artists TBA (Partnered with LiveNation)

Mr. Scopel recognized Mr. Quinton Herring, Special Event Coordinator with the Sports Authority, to discuss the Solar Eclipse Viewing Party. The Solar Eclipse will be held on Monday, August 21<sup>st</sup> with the partial eclipse beginning around Noon. Mr. Herring stated that viewing the solar eclipse is a once in a lifetime opportunity and the last one that was visible by North America, was 99 years ago. This event was brought to the Mayor’s Special Event team by the Adventure Science Center and has been a collaborative effort. The Adventure Science Center’s experts estimate that 500,000 people will attend, with many expected to travel in for the event. The Mayor’s Special Event Team is working on the programming and a way to mediate traffic flow. Mr. Scopel stated that the Sounds are considering a new “Eclipse” uniform.

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