

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

Minutes of April 20, 2017 Meeting of the Board of Directors  
Nissan Stadium  
10:30 a.m.

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

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

**Titans/ Nissan Stadium:** Jenneen Kaufman, Walter Overton, Robbie Bohren, Burke Nihill, Steve Underwood

**Predators:** Kyle Clayton, David Kells, Tom Cigarran, David Poile, Gerry Helper, Michelle Kennedy, Danny Butler, Natalie Aronson, Keith Hegger, Jill Ormandy, Jeremy Meriwether

**First Tennessee Park:** Doug Scopel

**Visitors:** Ed Henley (Commonwealth Development Group), Larry Atema (Commonwealth Development Group), Roxianne Bethune (Commonwealth Development Group), Jordan Wyman (Commonwealth Development Group), Brasher Burbank (Stewart Parking), Chase Oeser (Stewart Parking), Butch Spyridon (Nashville Visitor's Center), Tony Gonzalez (Nashville Public Radio), Jana Hampton (102.5 The Game), Ryan Porth (102.5 The Game)

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 March 16, 2017 meeting.**

***Executive Director's Report***

Chairwoman Adkins recognized Ms. Monica Fawknotson to give the Executive Director's Report. Ms. Fawknotson reported that the board would be asked to consider a request from the Nashville Convention & Visitors Corporation (NCVC) to replace the wrap on the Bridgestone Arena tower and also a Memorandum of Understanding (MOU) with District Energy Services (DES) that would provide for fencing around a manhole located at the north east corner of Lots G/M at Nissan Stadium. Following these two action items, the Board will entertain facility questions and receive the Bridgestone Arena report. Ms. Fawknotson additionally reported that the Nashville Sports Council recently released its 2016 Music City Bowl report which states the event generated over \$22 million in economic impact and roughly \$18 million in media exposure for the city of Nashville. On Wednesday, April 26<sup>th</sup>, Mayor Barry will host the 54<sup>th</sup> Annual State of Metro Address at Bridgestone Arena on the Plaza. Following Mayor Barry's address, she will present her recommended FY18 budget to the Metro Council and the Sports Authority will find out whether funding for the Public Investment Plan is recommended. Ms. Fawknotson noted that the Metro Council has scheduled its FY18 budget

hearings and that the Sports Authority is scheduled for May 8<sup>th</sup> at 5:45pm. Ms. Fawknorton concluded her report by stating that the next meeting will be held on May 18<sup>th</sup> at Nissan Stadium and at that time, Commonwealth Development Group will give a report on the Facility Condition Assessments.

***Consideration of the Nashville Convention & Visitors Corporation's request to replace the wrap on the Bridgestone Arena tower***

Chairwoman Adkins then recognized Ms. Monica Fawknorton to give an overview of the request from the Nashville Convention & Visitors Corporation (NCVC). Ms. Fawknorton stated that in 2005, the Board approved a translucent wrap to be placed on the tower to garner attention of passersby and also to give directions to the Visitor's Center. Mr. Butch Spyridon, President of the NCVC continued the presentation. Mr. Spyridon stated that each wrap has a five to seven year life span and this would be the fourth wrap to be placed on the tower. The suggested replacement wrap will include a red music note and a guitar pick that will point to the entrance of the Visitor's Center. The wrap will include the design on either side of the tower so that it is identifiable from either direction on Broadway. The estimated cost of the wrap is \$20,000 and is the sole responsibility of the Visitor's Center. Mr. Spyridon also stated that Sirius XM Studios will also be identified on this wrap as well. Ms. Fawknorton added that, per the lease agreement, the Lessor (Sports Authority) must give written approval for any alterations or improvements before the work can be done. A resolution has been created to serve as written approval. **Upon a motion duly made and seconded, the Sports Authority unanimously voted to approve the Nashville Convention & Visitors Corporation's request to replace the wrap on the Bridgestone Arena tower.**

***Consideration of MOU between the Sports Authority and the District Energy Services (DES)***

Chairwoman Adkins recognized Ms. Monica Fawknorton to discuss the request from District Energy Services (DES). Ms. Fawknorton stated DES has requested to enter into an agreement with the Sports Authority that would allow DES to install an 8 foot high fence around the perimeter of manhole, located at the northeast corner of Lots G/M, in order to provide for the safety and security of their assets. The access point leads to DES property that is underground. DES will assume all financial responsibility for installation, operation, and maintenance of the area in question. **Upon a motion duly made and seconded, the Sports Authority unanimously voted to approve the MOU between the Sports Authority and the District Energy Services.**

***Facility Questions***

Chairwoman Adkins invited members of the Board to ask questions of their facility partners. Ms. Christie Wilson asked that a member of the Titans organization give an update on the current status of their concessionaire. Mr. Steve Underwood, President of Titans organization, stated there have been many issues with their concessionaire, Aramark.

began their contract with the Titans 3 years ago and have since had continuous complaints from patrons of Nissan Stadium. Roughly six months ago, the Titans began the process of removing themselves from the contract with Aramark, which resulted in a lawsuit and has since been resolved. Mr. Underwood stated that the Titans have reached tentative agreements with Levy Restaurants and Legends Hospitality. Levy Restaurants will handle the premium food and beverage services for the suites, club level, and also catering. Legends Hospitality will serve general concessions within the lower concourse and the upper deck. His hope is that these two concessionaires will provide the level of service that their organization demands for their patrons.

### ***Bridgestone Arena/Nashville Predators Report***

Chairwoman Adkins recognized Mr. Kyle Clayton to begin the Bridgestone Arena and Nashville Predators Report. Mr. Clayton stated that the Predator's presentation will include a community relations report, an update from the General Manager, and also a brief talk with their Chairman as well. Mr. Clayton then recognized Mr. Tom Cigarran, Chairman of the Predators' organization, to continue with the Bridgestone Arena Report. Mr. Cigarran stated that many things have been accomplished throughout the continuous partnership with the Sports Authority. There are three things that have made this successful and they include an important goal, great people, and a culture. The one goal that the entire organization strives for is to make Bridgestone Arena the number one venue in North America with a Stanley Cup as its centerpiece. Mr. Cigarran stated that 7 years ago Bridgestone Arena was the 26<sup>th</sup> busiest venue in North America and now, it is 5<sup>th</sup>. Financials have also improved for the Arena due to 41 sell-outs this year, the selling of all suites, and an increase in sponsorships. Another goal of the Predators organization, expanding hockey throughout Middle Tennessee, is being accomplished through the efforts of Ford Ice Center, and now the Bellevue rink too. Mr. Cigarran subsequently recognized Mr. David Poile to continue the Bridgestone Arena Report.

Mr. Poile, General Manager, stated that he has been with the Predators organization since inception (July 1997). Previously he was the General Manager at Washington for 15 years. His father was also a hockey executive and was inducted into the Hockey Hall of Fame. Mr. Poile stated that he had the opportunity to start from the ground up with the organization and be involved in every aspect of the building. Mr. Poile concluded his report by stating that he is proud of his choice to come to Nashville and to have the opportunity to see Nashville become a "hockey city."

Mr. Clayton continued, reporting that the Arena's financials for the month of February. Revenues are up 9% from last year and 25% above 2015. The spike in revenue is due to their booking strategy which stems from the incentives that were offered in order to maximize the public's enjoyment. Since 2015, the Predators organization has invested roughly \$15 million back into the building through the Capital Improvement Fund. These upgrades include the seat replacement, renovation of the suite, the creation of the Lexus Lounge, and more. Mr. Clayton

stated that even with these improvements taking place, they have never had to postpone or cancel an event.

Mr. Clayton recognized Mr. Danny Butler to give an update on Ford Ice Center. Mr. Butler stated that Ford Ice Center has been open for about 3 years now. In the 2012-2013 season (one year before Ford Ice Center opened) the state of Tennessee had 2,673 registered USA Hockey participants. The first year Ford Ice Center was opened that number rose to 3,313 participants and the year after that was 3,601. This past season had 3,871 participants in USA Hockey and of that, 1,096 of those players were from Ford Ice Center. Georgia and Alabama, combined, only have 14 more skaters than the state of Tennessee. Ford Ice Center alone has more players than Mississippi, Louisiana and Arkansas combined. There has been an increase in the demand for "Preds School," an opportunity for skaters of all skill level, to learn from Predators alumni. A new program is the Gretzky Hockey School will be hosted by Wayne Gretzky's son. The Preds adult hockey league will start back up in July. The JV Hockey Program currently has 10 teams and there are 1,000 skaters registered for figure skating classes this season.

Ford Ice Center will be partnering with GNASH to start a new JV Hockey Program. Currently there are 10 teams interested along with 1,000 skaters registered for figure skating classes this season. From May 23<sup>rd</sup>-29<sup>th</sup>, Ford Ice Center will host 700 skaters, both National and International, for the Professional Skaters Association Conference. In October, Ford Ice Center will host the U.S. Figure Skating Regionals, the first of three rounds leading up to the Olympics. They will also host a "Skate to Great" summer program, where famous figure skaters/coaches will instruct participants at an affordable price. Ford Ice Center strives to be affordable and has provided free hockey/skating to over 600 participants this year. They have also paid for 300 participants of "Learn to Skate" and also bought them new skates. Forty coaches have received their U.S. Hockey certifications and 60 kids went through a JV Hockey Camp for free. The organization also offers a \$25,000 scholarship that is available to anyone who wants to play hockey or skate. In the two years of the Preds Fitness Challenge, which includes a P.E. curriculum and hockey equipment, the organization has gone to 91 schools, influence 41,000 students (16,000 of them are from Metro schools). Once students complete the challenge, they receive an all-expenses paid trip for Ford Ice Center. Mr. Butler concluded his report by stating that the organization is excited about the growth of Bellevue and the upcoming opportunity to host larger tournaments.

Mr. Butler recognized Mr. David Kells, V.P. of Booking who stated that since the last meeting Bridgestone Arena has been focused on forecasting for the 2017-2018 budget cycle. This year Bridgestone Arena will host a record number of 64 non-hockey events. These events include sold out shows by Tom Petty, Chris Tomlin, the Merle Haggard Tribute, and Def Leppard. Not long ago, 48-52 events would be considered a big year; next year Bridgestone Arena will host more than 70 non-hockey events. This includes already announced events such as the SEC Women's Basketball Tournament, the NCAA Tournament, Ed Sheeran, Tim and

Faith, Queen, Roger Waters, and other events not yet announced. In the past, Nashville would get the second cycle of tours and then first cycle of tours. Now the city gets multiple showings on events (i.e. Blake Shelton, Adele, and Widespread Panic in 2016). This year there are 17 multi-performance events announced and on sale. Mr. Kells is confident that there will be multi-run performances by an additional 3 performers this year. Mr. Kells also announced that the Harlem Globetrotters have brought up the idea of having a double performance the next time they are in town.

Mr. Kells announced that the Bridgestone Arena has set a few new attendance records recently. The previous attendance record was set in February 2006 with the Blue Collar Comedy Tour (18,126 in attendance). Eric Church broke that record in 2015 with 18,411. Most recently Bon Jovi set a new record of 18,541 in attendance. Mr. Kells anticipates another attendance record to be achieved in the next 3 months. Chris Tomlin set the record for attendance for a Contemporary Christian Artist on April 17<sup>th</sup> with almost 13,000 in attendance. The attendance for this performance was three times the number of tickets he sold the last time he was here. Mr. Kells credits the continued growth and success of Bridgestone Arena to the great partnership with the City, Sports Authority, and the community. Mr. Kells stated that the recent investment in the Arena has kept Nashville as a top local for the fans and global tours. As a result, Bridgestone Arena has events planned as far out as 2026 for Tournaments and Conferences.

Mr. Clayton turned the presentation over to Rebecca King, Director of the Predators Foundation. Ms. King, referring to the hand-out she provided, stated that the foundation would be distributing over \$1,000,000 to the community this year. Ms. King introduced videos provided for the meeting. The videos were a selection of clips that included birthday and special occasion announcements, a presentation of a customized Per-Mobile Predators wheelchair to season ticket holder Travis Ruffin, and personal Thank-Yous to various Metro Police Department officers. The Nashville Predators also honored Metro Police Department officer Terrance McBride for his service to the community. Officer McBride was wounded by a shotgun blast on December 13<sup>th</sup> while attempting to apprehend a suspect. His return to duty following his recovery was recognized by the Predators with a standing ovation from game attendees. The Predators and Crosspoint Church presented a new Nissan Quest to a fan in need from the Dollar Club proceeds collected. Hockey Fights Cancer Ambassador, Michelle Alvarez, was honored and remembered.

Ms. Michelle Kennedy, the Predators CFO and General Counsel, continued by recognizing and commending Mr. Sean Henry for his leadership of the organization and within the community. Ms. Kennedy noted the important partnership the Predators have formed with the YWCA's Mend Program. Ms. Kennedy then introduced Ms. Pat Shea, the former CEO of the YWCA, and Representative Bill Beck who surprised Mr. Henry with a state resolution honoring him for being named The Tennessean's 2016 Sports Person of the Year.

Representative Bill Beck recognized Mr. Henry and his organization for the economic driver that they are for the city of Nashville. Mr. Beck stated that Davidson County generates one out of every three dollars of sales tax for the state of Tennessee. He attributes this to organizations like the Predators that bring in tax dollars from tourism and other events.

Mr. Henry recognized and acknowledged Ms. King and all others within the organization for their hard work. Mr. Henry stated that his organization has 200 full-time employees dedicated to changing this community. Mr. Henry thanked the Authority for all it has done for the Predators organization, stating that his organization touches more organizations than any other sports team in North America.

Chairwoman Adkins thanked Representative Bill Beck for taking the time to attend and honor Mr. Henry. She also thanked Mr. David Bone for attending and presenting Mr. Henry with the resolution.

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