

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

**Minutes of October 6, 2021 Meeting of the Women's Professional Sports Ad Hoc
Committee
Peabody Room – Lindsley Hall
9:30 a.m.**

Committee Members: Margaret Behm (Chair), Kim Adkins
Board Members: Cathy Bender (Chair), Emmett Wynn (Secretary/Treasurer), Melvin Gill
Staff: Monica Fawknorton, Quinton Herring, Melissa Wells, Margaret Darby (Legal)
Advisory Committee Members: Council Member Nancy VanReece, Adam Nuse
Visitors: Jamie Sullivan (CAA/ICON), Dan Barrett (CAA/ICON), Nate Rau (Axios News)

Chair Behm called the meeting of the Women's Professional Sports Ad Hoc Committee to order at 9:30 a.m. and asked for all in attendance to introduce themselves.

Consider Approval of Minutes from June 3, 2021 Meeting.

The Committee was not able to approve the minutes due to a lack of a quorum

CAA ICON Report and Update

Chair Behm recognized Dan Barrett, President of CAA Icon, Strategic Division, to give his report. Mr. Barrett gave an overview of the plan for Phase 2 which includes engaging the community and stakeholder input through surveys, corporate interviews, and focus groups in order to gain an inclusive sample of the Nashville and Middle Tennessee region. Mr Barrett continued that CAAICON has identified the WNBA and the NWSL as the leagues to pursue and noted that the with the NWSL recently losing their League Commissioner and General Counsel it may be difficult to obtain responses from them. One key element to the survey and market analysis work will be determining which venues are preferred from a league, team, and community perspective. The market analysis will be focused on the potential economic impact a team from either league may have on the middle Tennessee region. Mr. Barrett expects this project to last about twelve weeks and hopes to have preliminary findings by the end of December 2021. He noted that the holidays could delay the timeline.

With regards to Scope of Work, Dan Barrett stated their firm intends to be as flexible as possible with the requests they receive. If CAA Icon needs to reach out to a prospective ownership group or contact a league on a one-off basis it will not categorize that action as "Additional Services."

An example of an Additional Service would be if the committee asked, “What does a market-rate lease look like for a WNBA Team?” CAA Icon would then use their internal process and methodology they use to evaluate and determine market rate leases for various leagues. This would be considered an additional service at which point the Authority would be quoted a fee for service.

Council Member (and Women’s Advisory Committee member) Nancy VanReece suggested that the consultant include local colleges and universities in the distribution of that survey. Mr. Barret confirmed Nancy’s suggestion by saying CAA ICON already has a large number of colleges and universities in their database and that they intend to leverage those distribution lists as much as possible.

Director Melvin Gill inquired about process for conducting the economic impact analysis and how he responds to those that say economic impact is not something that can be accurately quantified? Mr. Barret responded that there are certain metrics (jobs, revenue, direct spending) are measurable and can be used to determine the impact. Just as large and small companies have varying levels of economic impact, large and small leagues will have a similar variation to their economic impact. To put it into perspective, you have the economic impact, but you also have the non-quantitative impact that contributes to the quality of life in communities.

Chair Behm asked Mr. Barrett to speak to the WNBA’s interest in expanding the league to more markets and to provide an update on the City of Oakland, California, and its efforts to attract a WNBA team. Barrett replied there is speculation the league may expand in the next 3-5 years, but emphasized it is only speculation. Regarding Oakland, their only step towards attracting a WNBA team is that they have entered into a non-binding term sheet with the African American Sports and Entertainment Group for use of the land should they be selected as an expansion city.

Celebration of 50th Anniversary of Title IX - Update

Director Behm asked Executive Director Fawknoson to share what the facilities are doing to celebrate the 50th Anniversary of Title IX. Director Fawknoson said the Titans are planning to highlight the anniversary to June 2022 or the beginning of their next season. The Titans are also planning a two-day women’s symposium and are planning to have an honorary 12th Titans during the game who will be a female athlete during their next season. The Nashville Sounds have some tentative plans to host some softball activities at the Ballpark which will be tied to the anniversary, and in November the Nashville Predators have a Smashville Women’s Hockey Challenge which will feature Boston College, Colgate University, Mercyhurst University, and the University of Minnesota. Also, in February the Predators will offer a free women’s hockey tournament for which they are expecting 25-35 teams and the Nashville Predators will pay all fees for each participating team. Nashville Soccer Club does not currently have a plan to highlight Title IX but will provide an update in the future once the new stadium is completed and they are into their next season.

Director Behm asked Executive Director Fawknoson to share about Division I Schools’ Participation in celebrating Title IX. Director Fawknoson highlighted the Lipscomb University

invitational which was at the beginning of September and very well attended. During breaks in play Lipscomb University showed graphics on-screen advertising the anniversary of Title IX.

Director Behm asked Council Member Nancy VanReece to share a Metro Council update. CM VanReece reported that on October 19 the Women and Minority Caucuses will present their resolution honoring former Olympian and TSU Director of Men's and Women's Track & Field Chandra Cheeseborough.

Sports Authority Title IX Spotlights

Director Behm asked Executive Director Fawknottson to share an update on the Title IX Spotlight plans for the next Board Meeting. Director Fawknottson shared that the Authority will highlight Coach Betty Wiseman, founder of the Belmont Women's Basketball program. Director Fawknottson noted she has reached out to Carolyn Peck with the hopes the Authority can recognize her at an upcoming meeting. Director Behm also suggested including the Walsh Sisters who are Olympic swimmers who attended Harpeth Hall.

There being no further business, the meeting was adjourned.