

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

Members: Cathy Bender (Chair), Frank Harrison (Vice-Chair), Emmett Wynn (Secretary/Treasurer), Kim Adkins, Margaret Behm, Don Deering, Jad Duncan, Glenn Farner, Melvin Gill, Jon Glassmeyer, Dan Hogan, Aaron McGee, Anna Page

Staff: Monica Fawknorton (Executive Director), Valda Barksdale, Bob Lackey, Quinton Herring, Joshua Thomas (Metro Legal), Melissa Wells

Mission Statement: The mission of the Sports Authority is to acquire, improve, repair, operate and maintain professional sports facilities and their surrounding campuses in Metro Nashville and Davidson County, within the provisions of governing contracts.

Board Meeting Minutes

Thursday February 17, 2022 | 10:30 am | Bridgestone Arena – Loyal Legion Meeting Rooms

Attendees

Members: Cathy Bender (Chair), Frank Harrison (Vice-Chair), Kim Adkins, Margaret Behm, Don Deering, Jad Duncan, Melvin Gill, Jon Glassmeyer, Dan Hogan, Aaron McGee

Staff: Monica Fawknorton (ED), Valda Barksdale, Quinton Herring, Bob Lackey, Joshua Thomas, Melissa Wells

Visitors: Adam English (Nashville Sounds); Amanda Carlisle (PMC) Brent Beardslee (CAAICON); Brian Slater (CAA ICONN); Burke Nihil (Titans); Carol Crawley Greenlee (Mortenson Messer JV); Cole Durio (CPS); Dan Barrett (CAAICON- by phone); Daniel Moore (Belmont Graduate Student); Devic Moore (NSA); Dinah Wells (PMC); Doug Scopel (Nashville Sounds); Erik Johannes (Mortenson); Greg McClarin (Metro Finance); James Morrison (Barton Malow); Jamie Sullivan (CAAICON-by phone); Jennifer Boniecki (Nashville Predators); Jim Pustejovsky (CPS); Joshua Thomas (Metro Legal); Linda Paola (NSC); Kate Guerra (Titans); Kristen Bonas (Amateur Hockey & Fan Development); Kyle Clayton (Predators); Lexie Ward (Metro Legal); Mary Cavarra (Nashville Soccer Club); Nancy Van Reece (Metro Council); Sandy Mazza (Tennessean); Sean Henry (Predators); Shannon Meyers (Titans); Steven Boreo (The Sports Credential); Teresa Phillips (Title IX Spotlight Honoree); Will Traylor (Mortenson)

Call to Order

Chair Bender called the meeting to order by welcoming all and stating that the January meeting was cancelled due to inclement weather and illness. She thanked Bridgestone Arena and the Nashville Predators for hosting the meeting.

Consider Approval of Minutes from November 18, 2021 Meeting

Upon a motion made by Director Deering and seconded by Director Harrison, the committee approved the minutes from the November 18, 2021 meeting.

Title IX Spotlight: Teresa Phillips

As part of the Board's continued celebration of the 50th anniversary of the Title IX, ED Fawknorton welcomed Title IX Spotlight, long time women's basketball coach, and former Tennessee State University (TSU) Athletics Director Teresa Phillips. Director Deering read a resolution honoring Ms. Phillips for many notable accomplishments, including being Vanderbilt University's first black female student athlete.

A video honoring Ms. Phillips' achievements followed and included comments tributes from Diane Turnham, MTSU Associate Athletic Director and Brandon Lockridge, Former TSU Basket Player.

Friend, and former teammate, Chair Bender interviewed AD Phillips, sharing the good times and challenges they experienced together as black student athletes at Vanderbilt in the late seventies and early eighties. AD Phillips additionally spoke of bonding with team members, transitioning from player to coach/administrator, her "life education" at Fisk, the great experiences at TSU, her love of students, the thrill of attending graduations and the sacrifices made by her parents. She received a standing ovation from the Authority who thanked her for her many contributions to women's sports.

Executive Director's Report

Chair Bender recognized ED Fawknatson to provide the Executive Director's report. ED Fawknatson reported that the Country Music Association (CMA) has exercised its second option to extend the license agreement for use of Nissan Stadium for the CMA Music Festival. There is no action for the Board to pursue on the matter; the ED commented this notice is for informational purposes only. The extension will commence on June 1, 2022.

ED Fawknatson introduced new staff member Valda Barksdale, a former Tennessee Board of Regents employee who joined the Sports Authority on February 7. She encouraged all to welcome and introduce themselves to Valda.

Women's Professional Sports Initiative Ad Hoc Committee Report

Director Behm, Chair of the Women's Professional Sports Initiative Ad Hoc Committee, praised the excellent 250-page report presented to the Authority earlier that day by Brian Slater of CAAICON. She extended appreciation to the entire CAAICON team and the Sports Authority staff. After reporting that the Adhoc committee met in both January and February. Director Behm opened the floor for discussions/questions from the board.

Director Kim Adkins questioned whether the impact of sports betting had been considered. Mr. Slater responded that the analysis did not consider the impact from sports betting, rather the focus was placed on patron spending outside the venue and team related factors.

Director Hogan praised the comprehensive report. He asked if CAAICON could offer insight from a historic perspective concerning the viability of a women's soccer or basketball franchise. Mr. Slater commented that the ownership group has a significant impact on the success of a team, particularly in a competitive market such as Nashville. When a local ownership group is producing a compelling game day experience and investing in the team, the chances for success are much higher in comparison to a passive non-local ownership group. Director Hogan followed up by asking whether CAAICON could study, explore and subsequently deliver a recommendation concerning the varying dynamics that may impact the viability of deploying a women's soccer or WNBA franchise. Mr. Slater stated his agency would be happy to assist with further studies as the project moves through subsequent phases.

Director Behm guided the board's attention to pages 6 and 7 of the Phase II Presentation citing that, based on analysis of market demographics, Nashville is sufficient in size to support a women's professional franchise. In referencing page 10 of the report, Director Behm expressed appreciation to our facility partners for their support, responses and contribution to the market surveys.

Facility partners Burke Nihil, CEO, Titans & Nissan Stadium, Mary Cavarra, representing Nashville Soccer Club, and Sean Henry, President & CEO Nashville Predators and Bridgestone Arena, individually stated their full support of Nashville securing a women's sporting franchise, noting that they stand ready to utilize their network and influence to bring the initiative to fruition.

Director Behm's further comments on the WPSI noted:

- The positive economic impact factor, favorable responses from the corporate community, promotion of women in athletics, Nashville is postured to attract and secure a women's professional sports team, the city is positioned to support a venue as well as ownership.
- Possible timing urgency with regards to expansion in the NWSL as well as WNBA news reports concerning capital investment in the league.
- The contract has been reviewed by the ad hoc committee and the current RFP provides for the "Additional Services" should we need the continued engagement of the consultants based on their recommendations.
- The suggestion that ED Fawcnotson and Legal Counsel Josh Thomas meet with CAA ICONN to assess recommendations then bring their recommendation to the Board.

Director Adkins questioned the possibility of continuing a dialogue based on the surveys to maximize use of facilities; Sports Authority Counsel Thomas responded that he will look at various options based on recommendations for next steps.

Mr. Thomas additionally reported the first phase of the agreement required CAA ICON to conduct market analysis, community surveys and an economic impact survey which has all been completed. He further reported that the service contract includes language noting a \$415 fee per hour for any additional services i.e., speaking with community stakeholders, approaching potential team owners, etc. It is an option should the Board approve to move forward.

Director Hogan stated one of the Board's first next steps should be defining and identifying a strong ownership group. He suggested consulting with the facility partners for recommendations. He also questioned what the next step of the ad hoc committee should be. Director Behm suggested continued dialogue with the consultant group as well as with Counselor Thomas for advisement on next steps and recommendations.

Director Gill commented perhaps it would be best to have the consultants develop a proposal with the goal of not exceeding cost. Director Behm requested that Counselor Thomas collaborate with the consultant to develop a proposal for the Finance Committee to consider whether there is a need for a "not to exceed" amount. The role of the Finance Committee will be to determine whether the contract appropriately contains the cost.

Director Deering questioned whether there will be a timing phase restriction to complete the requirements of attracting a women's team to Nashville. Director Behm responded there is a sense of urgency and the consultants are fully engaged. She added that, as a public body, there will be time constraints on how the Board conducts business and the Board will move the process along in an effective timely fashion.

Upon a motion duly made by Director Behm and seconded by Director Adkins, the Board approved the Sports Authority to engage the services of CAA ICON for "Additional Services" including, but not limited to, "The Next Steps Overview" on page 28 of the WPSI Phase II report. The motion further approves Counselor Thomas, in collaboration with Sports Authority staff, to draft a proposal for presentation first to the Finance Committee and subsequently to the Board.

Chair Bender thanked Director Behm for the great report and expressed appreciation to all of the partners for their insight and contributions that has stirred an air of excitement for professional women's sports in Nashville.

Finance Committee Report

Chair Bender recognized Director Glassmeyer, Finance Committee Chair, to give the Finance Committee Report. Chair Glassmeyer reported that the CMA has exercised its option to extend the License & Use Agreement with the Sports Authority for use of Nissan Stadium during the CMA Music Festival. He further reported that during the Finance Committee :

- Received an overview of the Bridgestone Capital Asset Management plan
- Received an update on roof repairs at Horizon Park
- Received an Infrastructure Budget Summary
- Received an update on contractor payments for the MLS Stadium
- Received the Nissan Stadium facility update from Shannon Meyers

Director Glassmeyer also reported that the Finance Committee recommended approval of the Sports Authority's FY2023 Budget, and, upon a motion made by Director Glassmeyer and seconded by Director Hogan, the Authority approved the Sports Authority's FY23 department budget.

Nashville SC/MLS Stadium Update

Chair Bender called for the MLS Stadium Report. Ms. Carol Crawley Greenlee, Diversity & Inclusion Coordinator for Mortenson Messer reported that construction of the soccer stadium is going well. She reported there has been one Level One injury since construction began and noted this demonstrates to trade partners employees that the joint venture cares that they arrive and return home to their families safely. Additionally, she reported that the DBE participation remains at 37%-exceeding the 30% goal set for construction Over \$76.6 million in expenditures have been awarded to SMWBE's with over \$50 million of those dollars awarded to Tennessee contractors. In highlighting one of their trade partners, Ms. Greenlee introduced Maryland Electric, a woman owned electrical contractor stationed in Kingston Springs, TN. Despite their warehouse being totally destroyed on December 11 by a tornado, the company rebounded and is doing very well. She read a statement from Rita Dancey, CEO expressing her gratefulness for being able to employ over 115 locals and the strong unity of the Nashville community. Ms Greenlee further reported that the joint venture imposed upon themselves a 22% workforce goal of minorities and women; today the count stands at 48%. Ms Greenlee extended thanks on behalf of the workforce for the opportunity to work on such a magnificent facility.

Ms. Mary Cavarra began her part of the report by thanking Mortenson Messer for quickly assessing damages and usability as a result of the December 11 storm. She stated that what could have been disastrous was largely minimized because of everyone's efforts. Ms. Cavarra further reported that the stadium is on track and on budget with substantial completion targeted for early April The roofing membrane is now complete; south parking lot striping has begun; many of the pathways around the stadium are now complete as well as the south stack. All seats have been installed in the lower bowl and the pitch and root zone implementation are underway in preparation for the field sod to be installed in early March. The large Nashville "N" logo was installed near the stadium's front door last week and clubs and suites are coming to life. Ms. Cavarra additionally reported that revenue bond funds are expended and the team is paying for the remaining construction cost. There is a great process in place and the team is working with ED Fawcotton and Metro Nashville's Finance team to ensure the contractors are paid. There have been no significant change orders within the last couple of months and none are anticipated.

Ms. Cavarra further reported that Nashville SC finished the season in a really good position and are preparing to start their third MLS season February 28. The majority of efforts are focused on the May 1 stadium opening which will include a plethora of activities. One of the major concerns is parking and the multiple modes of transportation e.g., rideshare, bicycles, scooters,

walkers, We-Go and shuttles with the majority of fans anticipated to arrive via autos. The team is collaborating with parking experts and fairground personnel in developing a non-static plan that will be adjusted as necessary. She noted that: 1) Rideshare to be located near Craighead (working in conjunction with MNPD for designated lanes to avoid impeding traffic) and 2) For the May 1 opening, the campus has been divided into two section with two primary entrances areas; one near I-65 and the other near I-440. Ms. Cavarra further reported that the team is also working closely with Councilman Sledge and neighborhood groups where the residential streets are not wide enough to accommodate parking. Physical barricades and security guards are being considered to discourage fan parking. The goal is to establish and reinforce good practices as we learn along the way.

Director Adkins encouraged the group to proactively reach out to the transportation network companies and request these services to distribute pick-up and drop-off information in advance of game day as an effort to discourage fan reliance on GPS networks. She requested an elaboration on We-Go efforts. Ms. Cavarra responded there are two existing stops adjacent to the fairgrounds with easy access to the stadium site.

Ms. Cavarra continued her report with comments pertaining to sponsors and various signage. The following three areas require Board approval for naming rights:

1. The Captain's Club is an all-inclusive food and beverage area with indoor and outdoor seating located on the third level. Its sponsor is C Spire, a wi-fi internet technology company headquartered Mississippi who are growing their presence in Nashville
2. The Premier Club is also an all-inclusive food and beverage area located on the west concourse level with midfield seating. The sponsor is Valkyrie Financial who specializes in digital assets (bitcoin & cryptocurrency, etc) headquartered in Nashville
3. The Supporters Bar located to the right of the Supporters entrance, near the northeast plaza. Heineken is the name sponsor

Upon a motion made by Director Adkins and seconded by Director Gill, the Board approved a resolution of naming rights for the following three premium areas at the MLS Stadium: The Captain's Club sponsored by C Spire, The Premier Club sponsored by Valkyrie Financial and The Supporters Bar sponsored by Heineken.

Facility Questions

There were no questions presented for the facilities.

Ford Ice Center Report

Chair Bender recognized Jennifer Boniecki, Nashville Predators/Ford Ice Centers Diversity Hockey Manager for the report. Ms. Boniecki reported that almost two years ago both the Antioch and Bellevue Ford Ice Center staff began working from home due to the Covid Pandemic. Out of commitment to the health and safety of customers and staff, in June of 2020 the Ford Ice Centers were one of the first ice rinks in the country to reopen, becoming a model for others. In the Summer of 2020 the NHL and the NHL Players Association awarded the Predators a \$300k grant to build programs focused on diversity for youth hockey and skating communities. Girls of all ages learned to play hockey at no cost to them. Through the Grades and Blades program student athletes have learned to skate with a focus on school attendance and academic excellence. The group was also awarded a \$100k grant by Bridgestone Arena which funded the Creating Opportunities for Racial Equality Core Program (CORE). A video was viewed featuring Olympic Gold Medalist Scott Hamilton praising the effectiveness of the Grades & Blades

program. Director Adkins gave accolades to the program's favorable successes including its impact on her daughter, first time skaters as well as its role as a confidence builder. Kristen Bonas, Amateur Hockey & Fan Development Program Director and Shawn Henry also reported on the excellent opportunities created including a student development program, virtual classes, the Harpeth Hall program, an upcoming girl's hockey day, ice skating skills clinics, life & time management skills, Dream Gap Tour as well as the Grades & Blades Program sponsored by Fifth Third Bank. Free services are offered to communities challenged by financial diversity, LGBT communities, the adaptive special needs community (private ice made available due to their susceptibility of the virus). Mr. Henry extended kudos to the staff for changing the lives of many kids who have never played a sport as well as the staff's passion and contributions. He reported that ice rinks are scheduled to be built in Sumner and Montgomery counties.

Chair Bender congratulated the Ford Ice Center team on their successes, commitment to and passion in building up their programs. She also thanked the team for sharing their reports and elevating the energy at the end of a long meeting. Director Behm expressed her appreciation for the leadership and accomplishments of the team.

Adjourn

Chair Bender thanked all for their participation and insight.

The next meeting is scheduled for March 10, a week earlier than usual due to Spring Break for most Metro school districts.

Respectfully submitted, Valda Barksdale, The Metro Sports Authority