

**MINUTES OF THE  
MARKETING & OPERATIONS COMMITTEE MEETING OF THE  
CONVENTION CENTER AUTHORITY OF THE METROPOLITAN  
GOVERNMENT OF NASHVILLE & DAVIDSON COUNTY**

The Marketing & Operations Committee Meeting of the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County (CCA) was held on February 22, 2010 at 9:15 a.m., in Room 212 at the Nashville Convention Center, Nashville, Tennessee.

**COMMITTEE MEMBERS PRESENT:** Mark Arnold, Marty Dickens & Mona Lisa Warren

**AUTHORITY MEMBERS NOT PRESENT:** Ken Levitan and Luke Simons

**OTHERS PRESENT:** Terry Clements, Stacey Garrett, Kristen Heggie, Charles Starks, and Harriett Royer

The meeting was opened for business by Mona Lisa Warren referencing the Agenda and the election of a Committee Chairman.

**ACTION:** Mark Arnold made a motion nominating Mona Lisa Warren as Chairman of the Marketing & Operations Committee. The motion was seconded by Marty Dickens and approved unanimously by the Committee.

Ms. Warren then opened the organizational meeting for discussion about the charge and goals of the committee.

Charles Starks provided the committee with a list of Programming Meetings outlining meetings with Conventional Wisdom & architects; firm bookings report. He referenced other items, i.e., Staffing Chart; NCC Standards & Procedures Manual, Policy Manual & Job Descriptions. (Attachment #1).

Kristen Heggie provided a communications report (Attachment #2).

With no additional business a motion was made to adjourn, with no objection the Marketing & Operations committee of the CCA adjourned at 10:06 a.m.

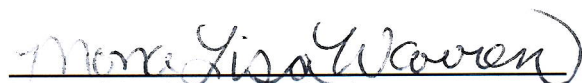
Respectfully submitted,



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Charles L. Starks  
Executive Director  
Nashville Convention Center

Approved:



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Mona Lisa Warren, Chairman  
Marketing & Operations Committee  
Of February 22, 2010





### Programming Meetings

Meetings with Conventional Wisdom		Meetings with Architect	
7/7/2008	NCC Administration	10/9/2008	Meeting Planner Focus Group
7/7/2008	Ovations Kitchen Staff	10/17/2008	Experient Focus Group
7/7/2008	NCC Building Services/Service Rep		
7/7/2008	NCC Facilities		
7/7/2008	NCC Sales		
7/7/2008	NCC Security		
7/8/2008	NCC Event Management		
7/8/2008	NCC Communications		
7/14/2008	Trash/Recycling Vendors		
7/14/2008	Bus/Transportation Vendors		
7/14/2008	Retail/Downtown Partnership		
7/14/2008	Rigging/Production/AV Vendors		
7/14/2008	Destination Management Vendors		
7/14/2008	Decorating Vendors		
8/6/2008	Fire Department		
8/6/2008	Police Department		
8/6/2008	OEM/Emergency Communications		

### Firm Bookings

Group	Date	Peak/Total Room Nights
American Choral Directors Assn.	February 24-March 5, 2013	2,700 Peak/10,345 TRN
American Trucking Assn.	March 7-15, 2013	1,400 Peak/6,000 TRN
Hearth Patio & BBQ Assn.	March 11-26, 2013	3,100 Peak/13,105 TRN
Southern Baptist Convention	June 12-20, 2013	4,500 Peak/22,050 TRN
Academy of General Dentistry	June 23-30, 2013	1,800 Peak/8,334 TRN
Youth Specialties	November 17-28, 2013	1,657 Peak/6,017 TRN
American Bus Assn.	January 21-28, 2014	1,800 Peak/8,625 TRN
American Assn. of School Administrators	February 17-23, 2014	3,500 Peak/14,910 TRN
Tractor Supply	March 1-6, 2014	1,300 Peak/3,675 TRN
American Trucking Assn.	March 6-14, 2014	1,400 Peak/6,000 TRN

### Firm Bookings

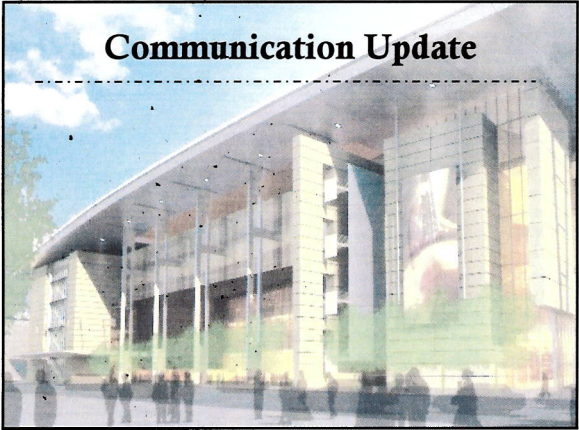
Group	Date	Peak/Total Room Nights
American Animal Hospital Assn.	March 17-24, 2014	1,500 Peak/6,435 TRN
NCAA	April 2-9, 2014	3,000 Peak/14,310 TRN
American Assn. of Homes & Services for the Aging	October 15-25, 2014	6,000 Peak/27,300 TRN
American Trucking Assn.	February 12-19, 2015	1,400 Peak/6,000 TRN
Tractor Supply	February 21-26, 2015	1,300 Peak/3,858 TRN
Hearth Patio & BBQ Assn.	March 2-17, 2015	3,100 Peak/13,105 TRN
American Institute of Steel Construction	March 22-29, 2015	1,375 Peak/4,725 TRN
American Trucking Assn.	February 25-March 3, 2016	1,400 Peak/6,000 TRN
Minerals Metals & Materials Society	March 11-17, 2016	2,100 Peak/8,790 TRN
Confidential Group	March 28-April 4, 2016	5,300 Peak/19,875 TRN

### Firm Bookings

Group	Date	Peak/Total Room Nights
Youth Specialties	November 13-24, 2016	1,657 Peak/6,017 TRN
American Trucking Assn.	March 9-17, 2017	1,850 Peak/6,000 TRN
American Assn. of School Administrators	February 18-25, 2018	3,000 Peak/12,880 TRN
Hearth Patio & BBQ Assn.	February 26-March 14, 2018	3,100 Peak/13,105 TRN
American Animal Hospital Assn.	March 12-19, 2018	1,500 Peak/6,435 TRN
American Alliance for Health, PE Recreation & Dance	March 18-24, 2018	2,200 Peak/9,548 TRN
Southern Baptist Convention	June 12-20, 2019	4,500 Peak/22,050 TRN
<b>TOTAL</b>	<b>27 Events</b>	<b>67,439 Peak/ 285,494 TRN</b>

### Completed Materials

- Staffing Chart (152 FTEs without Food & Beverage)
- Standards & Procedures Manual (NCC)
- Policy Manual (NCC)
- Job Descriptions (NCC)





## Music City Center Construction Update

Greetings Downtown Neighbors!

Work on the Music City Center has officially begun. Barriers and fencing have been placed around the perimeter of the entire site to ensure public safety during construction. On February 8 the abatement and demolition phase began. The underground utility work in Demonbreun has begun. To see a video of the first demolition, visit the [MCC Facebook page](#).

This week, we will transition to our **street closure plan** for the duration of the project. The first street to be closed is Shirley / Franklin Street between Fifth and Eighth Avenues. The closing of the following streets will be phased in this week, and it is expected that the entire site will be secure by the beginning of the week of February 22.

- Sixth Avenue South from Demonbreun to Shirley/Franklin Street
- Seventh Avenue South from Demonbreun to Shirley/Franklin Street
- Clark Place at Eighth Avenue South
- Shirley/Franklin Street: portions will be open to local traffic only. No through traffic.
- Eastbound turning lane on Demonbreun between Fifth and Sixth Avenues

Please visit the Nashville Downtown Partnership's [Park It! Downtown website](#) for an interactive map featuring downtown parking options. Many affordable and easily accessible options exist downtown.

Continue to follow the project on [Twitter](#) for real time updates about Music City Center activities.

You can find more detailed updates on the [Music City Center website](#), including maps describing street closures and parking options. To sign up to receive email updates, or to submit specific questions or comments, please email [musiccitycenter@nashville.gov](mailto:musiccitycenter@nashville.gov).

Downtown Nashville is a thriving place, and the Music City Center team wants to work with you. Our goal is to continue to communicate with you and your customers about ongoing and upcoming activities. Please keep in touch, and let us know the ways in which we can help you and keep you informed!

Sincerely,  
The Music City Center Team



Nashville Downtown Partnership  
150 4th Avenue North G-150  
Nashville, TN 37219  
615-743-3090  
[www.nashvilledowntown.com](http://www.nashvilledowntown.com)

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# downtown details

the downtown Nashville news and information source



Wednesday, February 17, 2010

Click here to **subscribe** to this newsletter.  
 Click here to **view this newsletter** online.  
 Click here for **past issues** of *Downtown Details*.

## News & Information



**30,000 parking spaces at your fingertips!** Our downtown parking website is full of helpful

parking info. The **fully interactive parking map** allows users to search for parking facilities closest to selected downtown destinations, compare rates, and see photos of each parking facility's entrance. There is also extensive information throughout the site about the Partnership's **park and ride program** at LP Field, metered **on-street parking**, **Preds' season ticket parking packages**, and much more! We hope this website becomes (or already is) your go-to source for downtown parking information:  
[www.parkitdowntown.com](http://www.parkitdowntown.com)

## Events this Week

### **Jammin' at Hippie Jack's TV Taping**

Fri, Feb 19. Tennessee State Museum. 505 Deaderick Street. 741-2692. 6 pm doors open, performance from 6:30 - 9 pm. Free. A musical showcase for the television taping of the PBS series, *Jammin' at Hippie Jack's*. Featuring Dan Tyminski. Attendees will be able to view the current exhibits in the State Museum's changing galleries: **We Shall Not Be Moved: The 50th Anniversary of Tennessee's Civil Rights Sit-Ins** and **Sharaku Interpreted by Japan's Contemporary Artists**.

## Events February 17 - March 7

Tennessee Repertory Theatre presents *Proof* at TPAC - through February 20

Log and Timber Home Show at the Nashville Convention Center - February 17 - 21

Mellow Down Easy, Blue Mother Tupelo and The Five Tones at the Hard Rock Cafe - February 18

Music City Soul Series featuring Shannon Sanders and Friends at B.B. King's Blues Club - February 18

Shelly Fairchild & The People at 3rd & Lindsley - February 18

InsideOut of the Lunch Box: Juggleville & Playing by Air at TPAC's Polk Theatre - February 18

John McDermott with Cherish the Ladies at the Schermerhorn Symphony Center - February 18 - 20

Artist's Perspective "U-Ram Choe: New Urban Species" at the Frist Center for the Visual Arts - February 19

Burning Ground at Decades - February 19

Curator's Perspective: "Museo de Arte de Ponce: 50 Years Looking to the Future" at the Frist Center for the Visual Arts - February 19

Jammin' at Hippie Jack's featuring Dan Tyminski at the Tennessee State Museum - February 19

The Travelin' McCourys and Josh Williams at The Station Inn - February 19

Keb' Mo' at the Ryman - February 19

Beautifully Crude, Thaxton Ward, Crash Camaro, Marujah, Nick Autry, and Adam Trapani at The Rutledge - February 19

Liturgical Floral Design Workshop at Christ Church Cathedral - February 20

Nashville Entertainment Law Clinic at the

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## Hey there! NashvilleMCC is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: **What's happening?** Join today to start receiving NashvilleMCC's tweets.

Join today!

Already using Twitter from your phone? [Click here.](#)



### NashvilleMCC

1. All streets in MCC site close today(2/19). musiccitycenter.com has a full map. Check [www.parkitdowntown.com](http://www.parkitdowntown.com) for all your parking options! 19 minutes ago from web
2. 9am 2/18 - 3 middle lanes of 8th Ave. will be closed for the day. 1 lane for northbound traffic and 1 lane for southbound traffic remain. 3:29 PM Feb 17th from web
3. 6th Ave. S. @ Demonbreun and Clark @ 8th Ave. S. are closed today (2/17) in preparation for road closures within the entire site. 7:30 AM Feb 17th from web
4. Road closures within the site begin this week (2/16-2/19). Work starts morning of 2/16 on Clark St. @ 8th. Check back for daily updates! 9:22 PM Feb 15th from web

- *Name Music City Center*
- *Location Nashville, TN*
- *Web <http://www.nashvi...>*
- *Bio Updates about construction on the Nashville Music City Center project including road closures and*



5. Temporary lane closures on Shirley/Franklin today for barrier set up. Use Peabody Street as a detour. [5:34 AM Feb 11th](#) from web
6. Parking lot behind the Sommet Center will be closed beginning tomorrow morning. Lot is open tonight for the John Mayer concert though! [2:28 PM Feb 10th](#) from web
7. See the video of the first demolition on Facebook! <http://www.facebook.com/pages/Nashville-TN/Nashville-Music-City-Center/279047387745> [8:16 PM Feb 8th](#) from web
8. Demolition of first building complete! Demo debris being sorted and recycled. [2:07 PM Feb 8th](#) from web
9. Utility work begins @ 9am on Monday. Rolling lane closures at the intersection of 8th/Demonbreun and in Demonbreun between 6th & 8th Ave. [3:35 PM Feb 5th](#) from web
10. Demolition on the MCC site begins Monday, Feb. 8 at 10 a.m. [3:34 PM Feb 5th](#) from web
11. Concrete barrier setup begins tomorrow at 7AM-8AM! Parking lots owned by Metro close as well. See [www.parkitdowntown.com](http://www.parkitdowntown.com) for more options! [3:43 PM Feb 2nd](#) from web
12. Abatement and fencing around individual buildings begins tomorrow to prepare for demolition of the first building this week. [7:18 PM Jan 31st](#) from web
13. Construction begins in February. Site maps are posted online: <http://www.nashvillemusiccitycenter.com/construct.php> [11:09 AM Jan 28th](#) from web
14. This Twitter account will keep you updated throughout the construction process! Road and lane closures will be kept to a minimum. [11:17 AM Jan 27th](#) from web
15. Normally park south of the Sommet Center for concerts and Peds games? Find alternate parking at <http://www.parkitdowntown.com/> [11:09 AM Jan 27th](#) from web

*blasting info. Music City Center will open in 2013!*

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## Construction & Parking

### Overview

Construction activities for Music City Center have begun! The 16-acre site for Music City Center is bordered by Demonbreun on the north, Franklin / Shirley Street on the south, Fifth Avenue on the east, and Eighth Avenue on the west.

The site is comprised of 43 individual parcels, most of which have already been acquired by the Metropolitan Development & Housing Authority. Work on the site will begin in phases, starting with the parcels Metro already owns. The first phase of construction includes site preparation, abatement and demolition of existing structures.

Check this web page often for the latest information on the project construction and street closures. For more frequent updates, [follow us on Twitter](#).

Metro Water Services is currently undertaking an extensive water main replacement project downtown, which will also have impacts on downtown traffic and businesses. [Visit the Metro Water Services website](#) for more information.



### Project Status as of February 12, 2010

#### Construction & Parking

Barriers and fencing have been placed around the perimeter of the entire site to ensure public safety during construction. Abatement and demolition of existing buildings has begun.

Due to this activity, all public parking facilities within the boundaries of the Music City Center site are now permanently closed. Please visit the Downtown Partnership's [Park It! Downtown website](#) for alternative parking options. Park It! Downtown includes an interactive map and the most affordable options for parking downtown.

#### Street Closures

##### Intermittent Street Closures

Currently, Portions of Demonbreun Street are closed for underground utility work between Sixth and Eighth avenues. During this time, Demonbreun Street is expected to remain open to two-way traffic. However, depending on the scope of the utility relocation and the result of the exploratory work that is being conducted, all lanes on Demonbreun between Seventh and Eight Avenues may have to close for some period of time. In that case, appropriate detours will be clearly marked. Check out our Twitter page for daily updates on exact lane closures.

##### Street Closure Plan for the Duration of Project Construction

It's anticipated that by the end of the week of February 15, all streets within the Music City Center site will be closed for the duration of construction.

Street closures will happen in the following order throughout the week with barriers and fencing put at each of these intersections:



- Clark Street at Eight Avenue South
- Shirley Street at Eight Avenue South
- Seventh Avenue South at Shirley Street
- Seventh Avenue South at Demonbreun
- Sixth Avenue South at Demonbreun
- Sixth Avenue South at Franklin

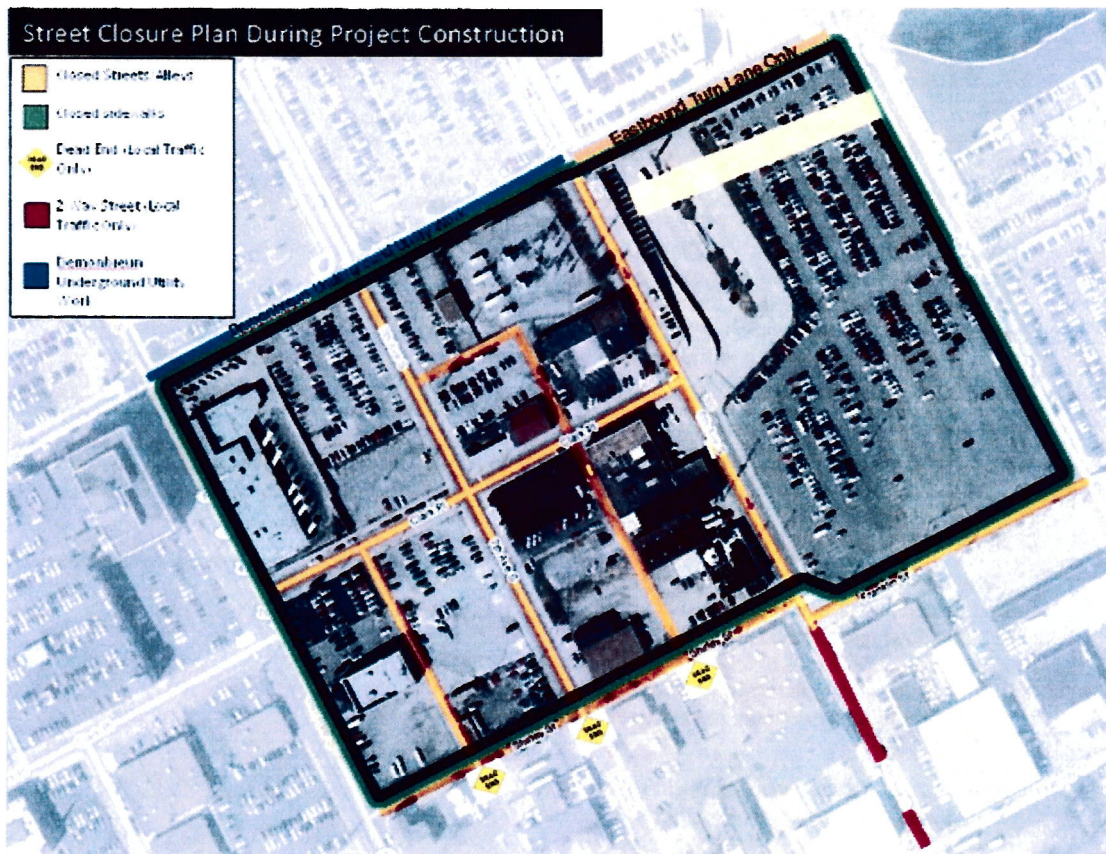
Once all of the intersections are blocked, the following streets will be closed for the duration of construction:

- Sixth Avenue South from Demonbreun to Shirley / Franklin Street
- Seventh Avenue South from Demonbreun to Shirley / Franklin Street
- Clark Place at Eighth Avenue South
- Shirley / Franklin Street: Portions will be open to local traffic only. No through traffic.
- Eastbound turning lane on Demonbreun between Fifth and Sixth avenues

As a result of the long-term street closures, all streets and alleys between Shirley / Franklin Street and Peabody Street will become dead end streets, accessible to local traffic only. Sixth Avenue South will become a two-way street between Shirley Shirley / Franklin Street and Peabody Street, also accessible to local traffic only.

All sidewalks on the perimeter of the site also will be closed.

**The below map details the long-term street closure plan:**





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**Modern convention centers don't have to be big boxes. They can be architecturally attractive buildings that fit into the fabric of a neighborhood.**

—Mayor Karl Dean

## Nashville is Music City.

You can feel it the moment you arrive in town. Music spills into the street along Broadway and Second Avenue. The energy and excitement of Music City is stimulating and contagious. All of these things combine to create a very unique brand for our city, and it is a brand that draws visitors and conventions to Nashville year after year.



“Under the direction of Mayor Karl Dean and the Metro Council, on January 19, 2010, financing was approved for the new Music City Center (MCC). With financing now in place and construction set to begin in the coming weeks on the new, state-of-the-art Music City Center convention facility, there’s never been a more exciting time to plan a meeting in Nashville.

The new, high-performance Music City Center, located adjacent to the Sommet Center on the south side of Broadway, will more than double the downtown meeting and exhibit space available in the current convention center.

Plans call for the facility to be built out at approximately 1.2 million square feet and feature a 350,000-square-foot exhibit hall acoustically designed to double as a concert hall, more than 50 meeting rooms, two ballrooms and approximately 36 loading docks for the ultimate in flexibility and ease.

The MCC will offer stunning views of the Nashville skyline and, in keeping with the city’s commitment to sustainable development, boast a green roof. In addition, the building has been designed to capture Nashville’s best attributes and immerse visitors in the unique character of Music City.

Go to our [Construction & Parking](#) page for lane and street closures and downtown parking options.

Interested in employment/training and contracting opportunities with the MCC? Visit our [Diversity Businesses Enterprise website](#) to fill out an employment form.

 Music City Center  
**NashvilleMCC**

All streets in MCC site close today(2/19). musiccitycenter.com has a full map. Check [www.parkitdowntown.com](#) for all your parking options!  
19 minutes ago

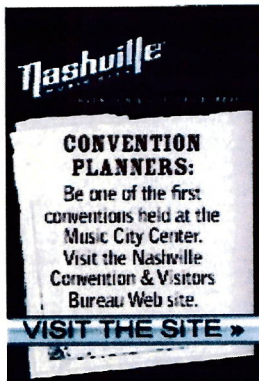
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yesterday

6th Ave. S. @ Demonbreun and Clark @ 8th Ave. S. are closed today (2/17) in preparation for road closures within the entire site.  
2 days ago

Road closures within the site begin this week (2/16-2/19). Work starts morning of 2/16 on Clark St. @ 8th. Check back for daily updates!

 **twitter**

Join the conversation



The center is scheduled for completion in 2013, and convention planners are already reserving their dates.”

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