

**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 July 29, 2010 at 9:05 a.m., in Room 111 at the Nashville Convention Center, Nashville, Tennessee.

**MARKETING & OPERATIONS COMMITTEE MEMBERS PRESENT:** Mona Lisa Warren, Mark Arnold, and Luke Simons

**MARKETING & OPERATIONS COMMITTEE MEMBERS NOT PRESENT:** Ken Levitan

**OTHERS PRESENT:** Charles Starks, Kristen Heggie, Holly McCall, Debbie Frank, Larry Atema, Barbara Solari, and Natasha Blackshear

Mona Lisa Warren, Chair of the Marketing & Operations Committee, opened the meeting for business.

**ACTION:** Mark Arnold made a motion to approve the Marketing & Operations Committee Meeting Minutes of April 29, 2010. The motion was seconded by Luke Simons and approved unanimously by the Committee.

Debbie Frank began by giving an update on the Public Art and the agreement/work with the Metro Arts Commission. There were questions and discussion.

Holly McCall then discussed an Open Records policy for the MCC based on the Mayor's Executive Order 035. There was discussion about the policy and why the need exists. Charles Starks said the current Convention Center has the Metro Code as our policy and suggested the project team could adopt the same until the committee has time to review the recommended policy. The committee agreed and noted we should start charging for copies going forward.

Ms. McCall also gave an update on PR and media. There was discussion.

There was additional discussion about maintenance of the new building, local firms working on the center, and employment on the site.

Charles Starks then presented information on the current building sales organization. (Attachment #1) He also shared some variable costs for the Nashville Convention Center.

With no additional business a motion was made to adjourn, with no objection the Marketing & Operations committee of the CCA adjourned at 10:20 a.m.

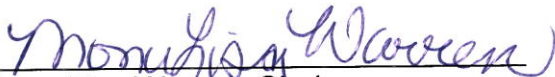
Respectfully submitted,



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Charles L. Starks  
Executive Director  
Nashville Convention Center

Approved:



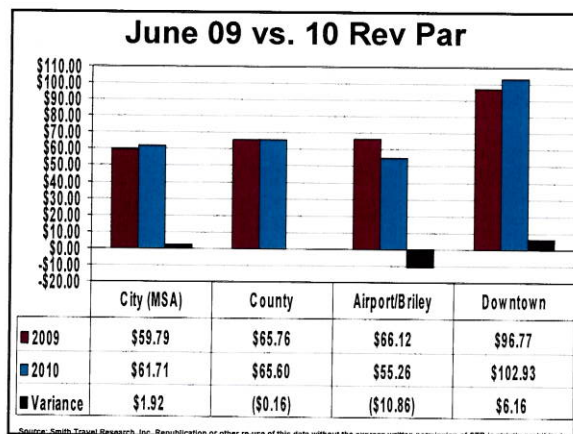
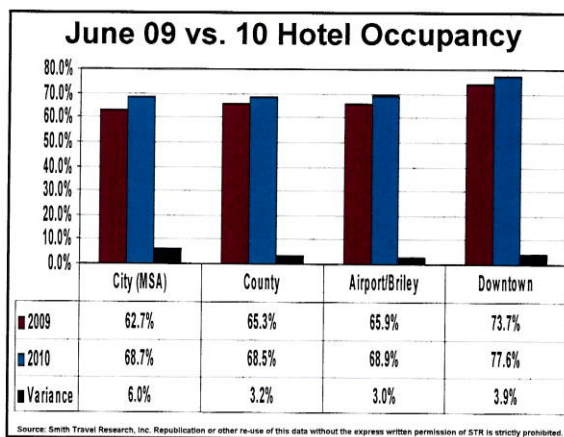
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Mona Lisa Warren, Chairman  
Marketing & Operations Committee  
Of July 29, 2010



### June 2010 Events with Major Direct Economic Impact

	Lease Revenue	Economic Impact	Peak Room Nights	Total Room Nights	Hotels Used
CMA Music Fest	\$0	\$24,369,400	15,000	40,000	Citywide
NAMM	\$77,175	\$8,861,193	908	3,757	7 hotels

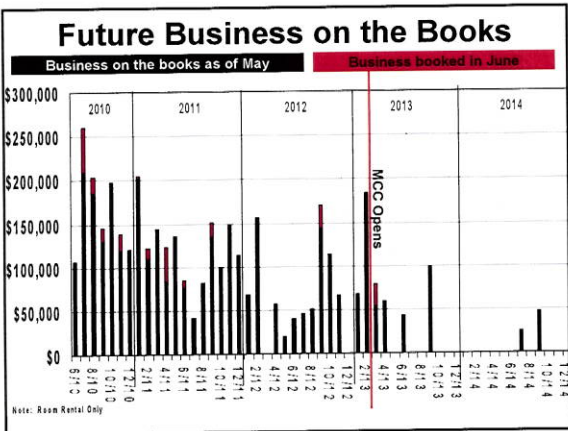


### July 2010 Events with Major Direct Economic Impact

	Lease Revenue	Economic Impact	Peak Room Nights	Total Room Nights	Hotels Used
Presbyterian Church in America	\$55,000	\$2,317,491	1,000	4,280	Citywide
Moose International	\$35,550	\$6,545,000	2,800	13,940	Citywide
FBLA	\$58,250	\$14,960,000	2,700	12,000	Citywide

Upcoming Events						
	Dates	Lease Revenue	Economic Impact	Peak Room Nights	TRN	Hotels Used
School of Congregational Development	July 29-August 2	\$20,000	\$325,000	275	1,225	RNH
National Electronic Service Dealers Association	August 3-7	\$28,600	\$476,850	425	1,595	RNH
Brother International	August 12-20	\$40,725	\$168,300	175	450	RNH
Sports, Inc.	August 4-7	\$29,880	\$336,600	375	900	RNH
Embroidery Mart	August 18-22	\$15,300	\$194,000	275	730	RNH
Noria, Inc.	August 27-September 3	\$26,500	\$561,000	400	1,425	RNH
Home Decorating & Remodeling	September 1-13	\$48,800	\$402,750	0	0	Public Show

Upcoming Events						
	Dates	Lease Revenue	Economic Impact	Peak Room Nights	TRN	Hotels Used
TN Dept. of Economic & Community Development	September 15-17	\$14,400	\$91,000	350	550	RNH
International Bluegrass Music Assn	September 25-October 4	\$47,500	\$5,280,000	900	7,070	Citywide
Middle TN Realtors Convention	October 7-8	\$16,550	\$65,000	25	60	RNH
Logan's	October 23-27	\$25,000	\$210,375	260	1,007	RNH
Smart Tan Downtown Convention	October 21-24	\$24,750	\$1,422,000	775	1,980	RNH



### Sales Trips/Events

**Springtime in Washington, D.C.**  
 May 26-28  
 Crystal Fields, Brian Ivey, Charles Starks

**American Society of Association Executives (ASAE)**  
 Los Angeles  
 August 20-25  
 Brian Ivey, Charles Starks

**ASAE Luncheons**  
 Washington, D.C.  
 August 24-25  
 Crystal Fields

