

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

The Community Relations, Marketing & Operations Committee Meeting of the Convention Center Authority of the Metropolitan Government of Nashville, and Davidson County (CCA) was held on October 27, 2022 at 9:00 a.m. in the Administrative Conference Room of the Administrative Offices at the Music City Center, Nashville, Tennessee.

COMMUNITY RELATIONS, MARKETING & OPERATIONS COMMITTEE MEMBERS PRESENT: Barrett Hobbs, Alfred Degrafinreid II, *Dee Patel, Seema Prasad, and Norah Buikstra, Ex-Officio

COMMUNITY RELATIONS, MARKETING & OPERATIONS COMMITTEE MEMBERS NOT PRESENT: Betsy Wills, Chair

OTHERS PRESENT: Charles Starks, Brian Ivey, Robert Rice, Heather Jensen, Donna Gray, and Elisa Putman

The meeting was opened for business at 9:08 a.m. by Acting Chair Seema Prasad who stated there was a quorum present.

ACTION: Appeal of Decisions from the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County – Pursuant to the provisions of § 2.68.030 of the Metropolitan Code of Laws, please take notice that decisions of the Convention Center Authority may be appealed if and to the extent applicable to the Chancery Court of Davidson County for review under a common law writ of certiorari. These appeals must be filed within sixty days after entry of a final decision by the Authority. Any person or other entity considering an appeal should consult with private legal counsel to ensure that any such appeals are timely and that all procedural requirements are met.

Barrett Hobbs read the Music City Center's Mission Statement.

ACTION: Barrett Hobbs made a motion to approve the Community Relations, Marketing & Operations Committee minutes of October 27, 2021. The motion was seconded by Alfred Degrafinreid II and approved unanimously by the committee.

Acting Chair Seema Prasad asked the Music City Center sales team to join the meeting for a brief introduction of each team member and their area of responsibility. The sales team departed the meeting immediately after the introduction.

Charles Starks and Brian Ivey presented the FY 2023 Sales Goals and Incentive Plan (Attachment #1) and there was discussion, focusing on some of the recent concerns regarding the safe, clean, and sidewalk vending environment within downtown.

ACTION: Dee Patel made a motion to approve the FY 2023 Sales Goals. The motion was seconded by Barrett Hobbs and approved unanimously by the committee.

ACTION: Barrett Hobbs made a motion to approve the FY 2023 Sales Incentive Plan. The motion was seconded by Dee Patel and approved unanimously by the committee.

Charles Starks and Robert Rice provided information on the Team Member Survey Results (Attachment #1) and there was discussion.

Charles Starks provided an update on the Marketing Strategy Consultant. An RFP was prepared, at the request of the Board, to accept bids for a consultant that would develop a strategy to solicit local business, specifically small groups. Due to the current needs of the facility, scheduling challenges, and the limited availability of space, Charles Starks recommended to delay the release of the RFP until the need arises (Attachment #1) and the Committee agreed.

*Denotes Dee Patel's departure

The Committee discussed soliciting local business through our hospitality partners, including the downtown district. An informational sheet on facility space will be created for distribution with a designated contact on the Music City Center team.

With no additional business a motion was made to adjourn and with no objection the Community Relations, Marketing & Operations Committee of the CCA adjourned at 10:37 a.m.

Respectfully submitted,

Charles L. Starks
President & CEO
Convention Center Authority

Approved:

Betsy Wills, Chair
CCA Community Relations, Marketing & Operations Committee
Meeting Minutes of October 27, 2022



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Appeal of Decisions

Appeal of Decisions from the Convention Center Authority— Pursuant to the provisions of § 2.68.030 of the Metropolitan Code of Laws, please take notice that decisions of the Convention Center Authority may be appealed if and to the extent applicable to the Chancery Court of Davidson County for review under a common law writ of certiorari. These appeals must be filed within sixty days after entry of a final decision by the Authority. Any person or other entity considering an appeal should consult with private legal counsel to ensure that any such appeals are timely and that all procedural requirements are met.

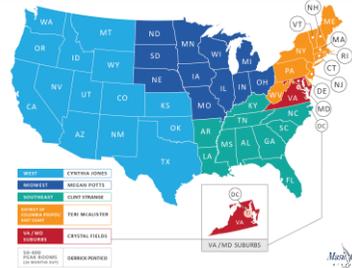
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Music City Center Mission Statement

The mission of the Music City Center is to create significant economic benefit for the citizens of the greater Nashville region by attracting local and national events while focusing on community inclusion, sustainability and exceptional customer service delivered by our talented team members.

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Sales Map by Region



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FY 2023 SALES GOALS AND INCENTIVE PLAN

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Methodology

- FY 2023 Goals are based on the 2-year average of Actual Sales from FY 2020 & FY 2022.
- Actual Sales are comprised of Building Rent and F&B Revenues, broken down by individuals & the team.
- FY 2023 Goals reflect the market conditions as they currently exist as we continue to recover from the effects of the pandemic and its effect on our customers ability to make long term decisions.

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CCA Community Relations, Marketing & Operations Committee

Attachment #1

10-27-2022

Opportunities in FY 2023

- Nashville and the Music City Center hosted the annual convention of the American Society of Association Executives in August of 2022. The event presented an opportunity to market a changing and improving Nashville to the national association market.
- Appeal of the City Nashville, as a brand, continues to appeal to meeting and event planners as a destination on a global scale. With continued improvements in our lodging capacity, airport improvements, new dining, entertainment venues and shopping in downtown.



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Challenges FY 2023

- Staffing** and overall service issues continue to pose a challenge.
- Limited Hotel Room Blocks** Limited or reduced hotel room blocks throughout the city for MCC customers pose a challenge as we book meetings and conventions into the future.
- Pattern Shifts Required by Hotels** Pattern shifts required by hotels are meeting with resistance from meeting and event planners.
- Legislation** Any legislation that would make Nashville less competitive and threatens Nashville's image globally in the meeting and convention industry is a concern.
- New Hotels** New hotels entering the market with new meeting and ballroom space to challenge the MCC for small meetings, social and local events.



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MCC FY COMPARISON



FY19, FY20, FY21, & FY22 are Actuals and FY23 is Proposed

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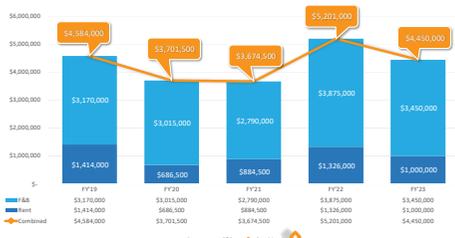
MCC FY COMPARISON



FY19, FY20, FY21, & FY22 are Actuals and FY23 is Proposed

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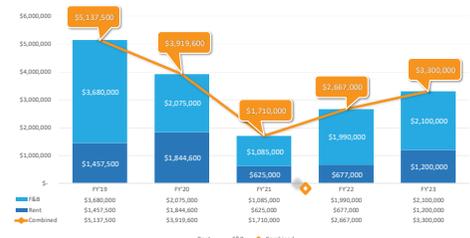
Teri McAlister Director of Sales - District of Columbia and East Coast



FY19, FY20, FY21, & FY22 are Actuals and FY23 is Proposed

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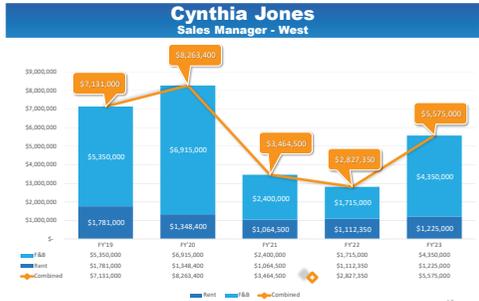
Crystal Fields Sales Manager - VA/MD Suburbs



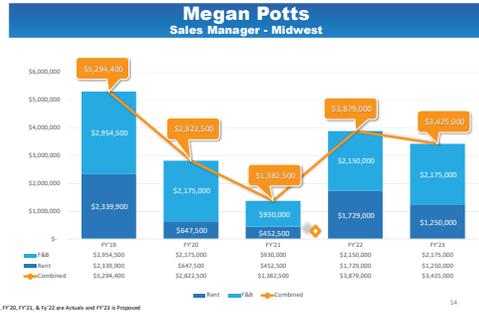
FY19, FY20, FY21, & FY22 are Actuals and FY23 is Proposed

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CCA Community Relations, Marketing & Operations Committee
 Attachment #1
 10-27-2022



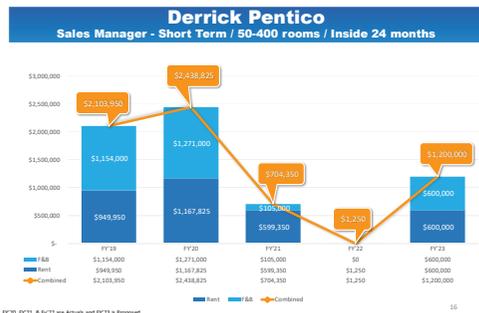
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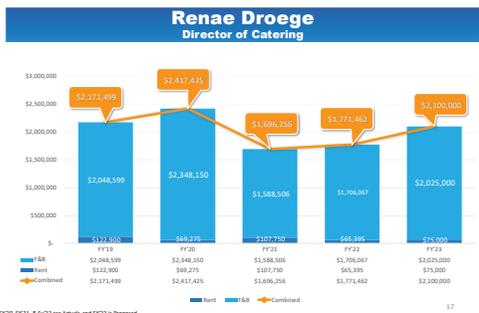
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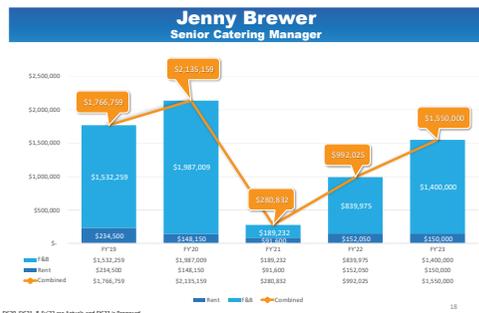
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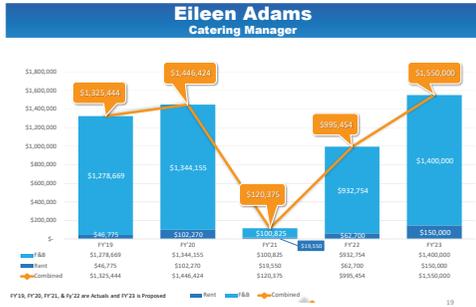


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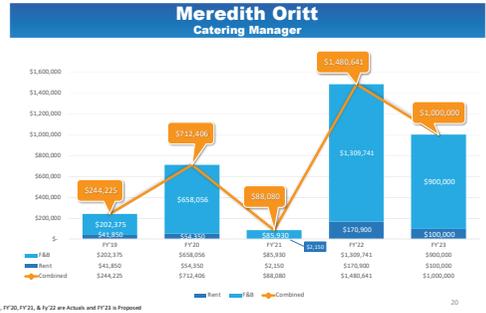


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CCA Community Relations, Marketing & Operations Committee Attachment #1 10-27-2022



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Music City Center FY 2023 Sales Department Incentive Plan

The incentive plan is based on a percentage of the sales manager's base salary. The scale by which the bonus plan is based coincides with the departmental goals of the sales department.

To activate the plan:

- The team and individual sales manager must achieve 90% of the MCC Rental and F&B combined goal for the incentive plan to be activated.
- Additions or deductions in building rental for previously contracted events will be added to or deducted from respective sales manager and team totals. Should the originally contracted F&B amounts not materialize those amounts will be deducted from the sales manager and team totals.
- Sales manager must be actively employed, in good standing, and been employed for a minimum of six (6) months by the end of the fiscal year when incentive is paid.

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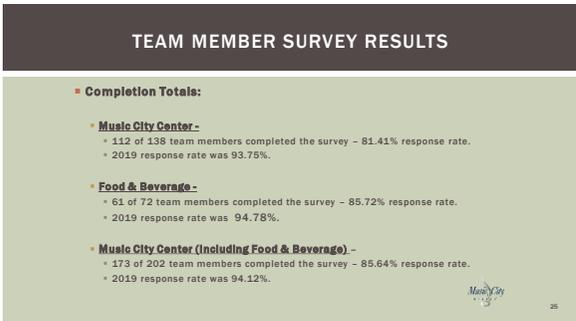
Music City Center FY 2023 Sales Department Incentive Plan

| % of Goal Achieved | MCC Rental | MCC F&B |
|--------------------|------------|---------|
| 90 - 94.9% | 1% | 1% |
| 95 - 99.9% | 2% | 2% |
| 100 - 104.9% | 4% | 4% |
| 105 - 109.9% | 6% | 6% |
| 110 - 119.9% | 8% | 8% |
| 120% + | 10% | 10% |

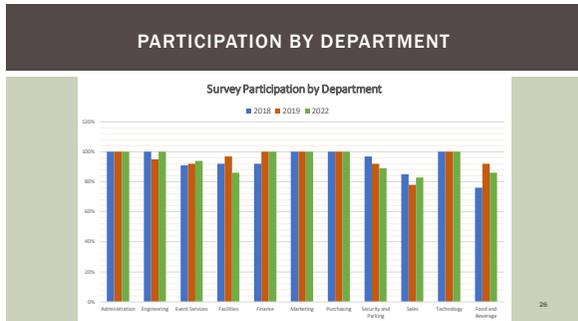
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TEAM MEMBER SURVEY RESULTS 2022

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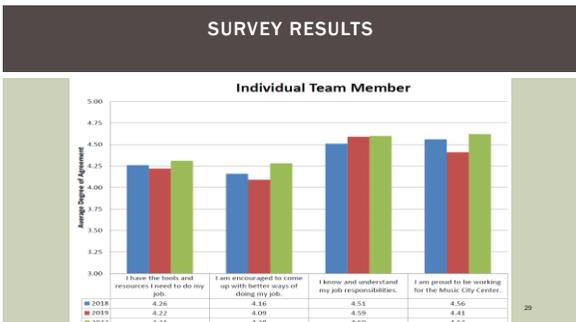
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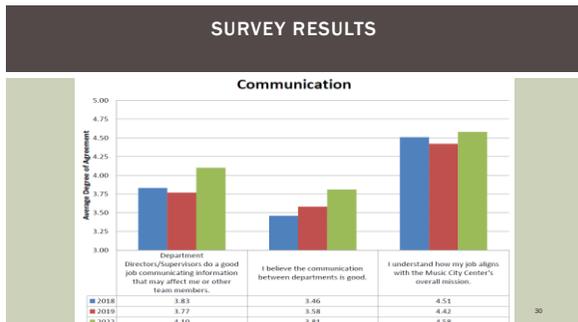
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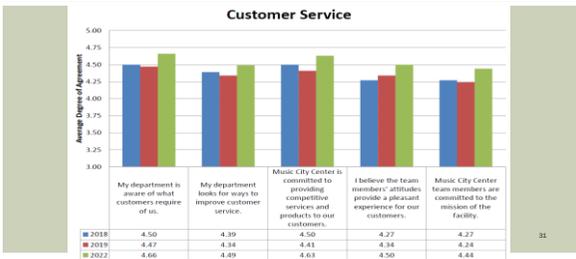


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SURVEY RESULTS



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TEAM MEMBER SURVEY RESULTS

Top & Bottom Five Questions

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TEAM MEMBER SURVEY RESULTS



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UPDATE ON MARKETING STRATEGY CONSULTANT

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