

**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 September 11, 2014 at 9:43 a.m. in the Admin Board Room of the Administrative Offices at the Music City Center, Nashville, Tennessee.

MARKETING & OPERATIONS COMMITTEE MEMBERS PRESENT: Waverly Crenshaw, Willie McDonald, and Mona Lisa Warren

MARKETING & OPERATIONS COMMITTEE MEMBERS NOT PRESENT: Irwin Fisher, Luke Simons

OTHERS PRESENT: Charles Starks, Brian Ivey, Elisa Putman. Mary Brette Clippard, Barbara Solari, Beverly Bennett, and Teri McAlister

Chair Mona Lisa Warren opened the meeting and noted there was a quorum present.

ACTION: Waverly Crenshaw made a motion to approve the Marketing & Operations Committee minutes of March 28, 2013. The motion was seconded by Willie McDonald and approved unanimously by the committee.

ACTION: Willie McDonald made a motion to approve the Marketing & Operations Committee minutes of September 18, 2013. The motion was seconded by Waverly Crenshaw and approved unanimously by the committee.

Charles Starks introduced the Sales Team.

Brian Ivey presented the FY 2015 Sales Goals and Incentive Plan (Attachment# 1). There was discussion.

ACTION: Willie McDonald made a motion to approve the FY 2015 Sales Goals. The motion was seconded by Waverly Crenshaw and approved unanimously by the committee.

ACTION: Waverly Crenshaw made a motion to approve the FY 2015 Sales Incentive Plan. The motion was seconded by Willie McDonald and approved unanimously by the committee.

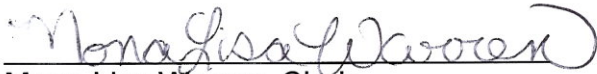
With no additional business a motion was made to adjourn, with no objection the Marketing & Operations committee of the CCA adjourned at 10:12 a.m.

Respectfully submitted,

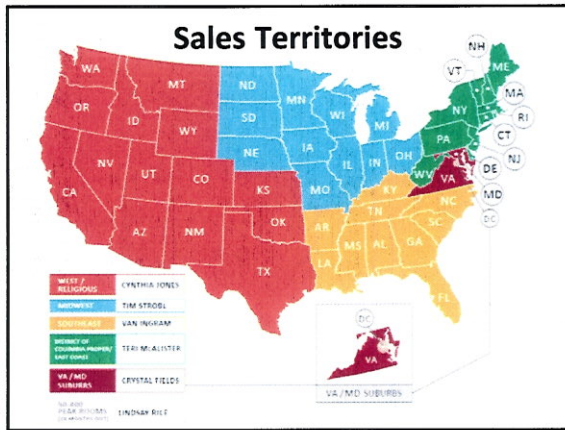


Charles L. Starks
President & CEO
Convention Center Authority

Approved:



Mona Lisa Warren, Chair
CCA Marketing & Operations Committee
Meeting Minutes of September 11, 2014



Cancellations for FY 2013-2014

Event Name	F & B	Rental
Archery Trade (2016)	-\$100,000	-\$105,000
Archery Trade (2019)	-\$100,000	-\$110,000
Archery Trade (2022)	-\$100,000	-\$110,000
National Youth Workers (2016)	\$0	-\$75,126
Automotive Services (2014)	-\$25,000	-\$182,580
Global Awakening (2015)	-\$100,000	-\$47,120
Global Awakening (2017)	-\$100,000	-\$47,120
Total	-\$525,000	-\$676,946

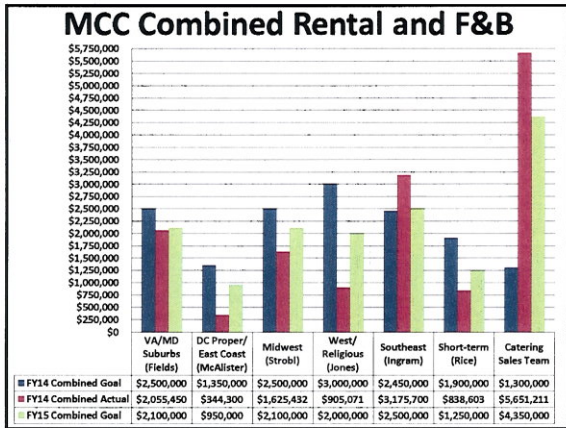
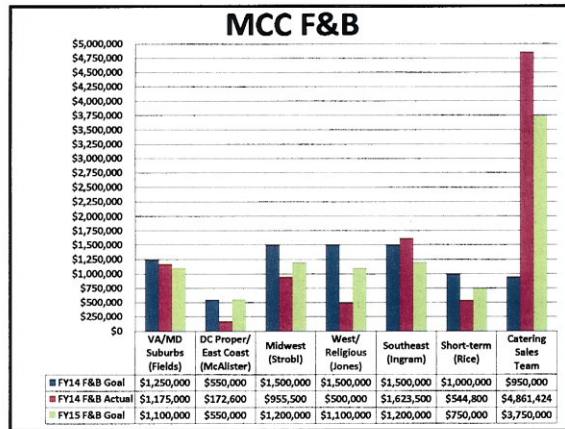
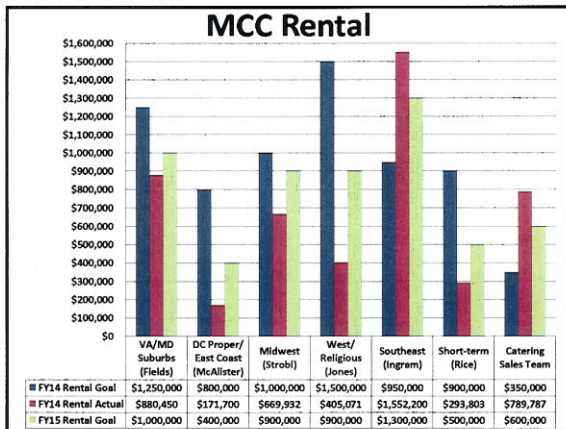
Rental & F&B Total: \$1,201,946

MCC Sales History

	FY 2012			FY 2013			FY 2014		
	FY 12 Rental Actual	FY 12 F&B Actual	FY 12 Combined Actual	FY 13 Rental Actual	FY 13 F&B Actual	FY 13 Combined Actual	FY 14 Rental Actual	FY 14 F&B Actual	FY 14 Combined Actual
VA/MD Suburbs (Fields)	\$2,298,060	\$2,880,000	\$4,978,060	\$1,957,200	\$1,840,594	\$3,777,794	\$880,480	\$1,175,000	\$2,065,480
DC Proper/ East Coast (McAllister)	\$0	\$0	\$0	\$0	\$4,500	\$4,500	\$171,700	\$172,800	\$344,300
Midwest (Strobl)	\$915,625	\$732,500	\$1,648,125	\$1,035,600	\$1,688,500	\$2,724,100	\$669,332	\$965,500	\$1,625,432
West/ Religious (Jones)	\$796,966	\$835,000	\$1,631,966	\$1,671,315	\$2,084,000	\$3,755,315	\$405,071	\$500,000	\$905,071
Southeast (Ingram)	\$325,000	\$1,355,000	\$1,680,000	\$823,300	\$2,491,100	\$3,414,400	\$1,562,200	\$1,623,500	\$3,175,700
Short-term (Rice)	\$0	\$0	\$0	\$0	\$0	\$0	\$293,803	\$564,800	\$838,603
Catering Sales Team	\$0	\$0	\$0	\$169,675	\$430,755	\$600,430	\$789,787	\$4,861,424	\$5,651,211
Total	\$4,235,641	\$5,602,500	\$9,938,141	\$5,707,090	\$8,539,451	\$14,276,541	\$4,762,943	\$9,832,824	\$14,595,767

MCC Sales Goals FY 2015

	FY 2014 Goal			FY 2014 Actual			FY 2015 Goal		
	Rental	F&B	Combined	Rental	F&B	Combined	Rental	F&B	Combined
VA/MD Suburbs (Fields)	\$1.25 mil	\$1.25 mil	\$2,600,000	\$880,480	\$1,175,000	\$2,065,480	\$1 mil	\$1.1 mil	\$2,100,000
DC Proper/ East Coast (McAllister)	\$800k	\$550k	\$1,350,000	\$171,700	\$172,800	\$344,300	\$400k	\$650k	\$960,000
Midwest (Strobl)	\$1 mil	\$1.5 mil	\$2,600,000	\$669,332	\$965,500	\$1,625,432	\$900k	\$1.2 mil	\$2,100,000
West/ Religious (Jones)	\$1.5 mil	\$1.8 mil	\$3,000,000	\$405,071	\$500,000	\$905,071	\$900k	\$1.1 mil	\$2,000,000
Southeast (Ingram)	\$950k	\$1.5 mil	\$2,450,000	\$1,562,200	\$1,623,500	\$3,175,700	\$1.3 mil	\$1.2 mil	\$2,500,000
Short-term (Rice)	\$900k	\$1 mil	\$1,900,000	\$293,803	\$564,800	\$838,603	\$500k	\$750k	\$1,250,000
Catering Sales Team	\$350k	\$950k	\$1,300,000	\$789,787	\$4,861,424	\$5,651,211	\$800k	\$3.75 mil	\$4,350,000
Total	\$6.76 mil	\$8.25 mil	\$15,000,000	\$4,762,943	\$9,832,824	\$14,595,767	\$5.6 mil	\$9.65 mil	\$15,250,000



Proposed FY '15 Sales 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.

Proposed FY '15 Sales Incentive Plan

Once the plan is activated sales managers will be paid the following percentage of their base salary based on percentage of each goal obtained on the following chart:

% 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%

Customer Surveys

- AUGUST**
 - 13 out of 21 surveys returned (62%)
 - Would you recommend the MCC?
 - 13 yes/0 no
- Overall Grade: A

Social Media

- Facebook: 6,669 likes
- Twitter: 8,764 followers
- Instagram: 595 followers
- Pinterest: 165 followers



Marketing & Operations Committee

September 11, 2014