

## **MINUTES OF THE 61<sup>st</sup> MEETING OF THE CONVENTION CENTER AUTHORITY OF THE METROPOLITAN GOVERNMENT OF NASHVILLE & DAVIDSON COUNTY**

The 61<sup>st</sup> meeting of the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County (CCA) was held on October 1, 2015 at 9:00 am, in the Administrative Conference Room of the Administrative Offices at the Music City Center, Nashville, Tennessee.

**AUTHORITY MEMBERS PRESENT:** Marty Dickens, Willie McDonald, Luke Simons, Renata Soto and Mona Lisa Warren

**AUTHORITY MEMBERS NOT PRESENT:** Waverly Crenshaw, Jr, Irwin Fisher, Randy Goodman, and Vonda McDaniel

**OTHERS PRESENT:** Charles Starks, Charles Robert Bone, Jasmine Quattlebaum, Brian Ivey, Natasha Blackshear, Steve Ritter, Erin Hampton, Heidi Runion, Mary Brett Clippard, Beverly Bennett

The meeting was opened for business at 9:02 am by Chair Marty Dickens who stated that a quorum was present.

**ACTION:** Luke Simons made a motion to approve the 60<sup>th</sup> Meeting Minutes of August 6, 2015. The motion was seconded by Willie McDonald and approved unanimously by the Authority.

Renata Soto was introduced as a new Authority Member.

The next regularly scheduled meeting is scheduled for November 5, 2015.

**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.

Mona Lisa Warren gave an update on the Marketing & Operations Committee and there was discussion (Attachment #1)

Charles Starks presented the Francis S. Guess Bridge to Equality Fund and there was discussion (Attachment #1)

**ACTION:** Mona Lisa Warren made a motion accepting the recommendation of the Marketing & Operations Committee approving an annual luncheon hosted and sponsored by the Music City Center in conjunction with the Community Foundation for the Francis S. Guess Bridge to Equality Fund for 3 years based on the terms discussed this morning with an option to extend based on board approval. The motion was seconded by Willie McDonald and approved unanimously by the Authority.


Charles Starks reviewed the Convention Production Rigging contract extension and there was discussion (Attachment #1).

**ACTION:** Willie McDonald made a motion authorizing Charles Starks to negotiate and execute an amendment to the contract with Convention Production Rigging exercising the Authority's option to extend the agreement for an additional two years. The motion was seconded by Luke Simons and approved unanimously by the Authority.

Charles Starks then gave an operations update and there was discussion (Attachment #1).

With no additional business a motion was made to adjourn, with no objection the Authority adjourned at 9:35 a.m.

Respectfully submitted,



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Charles L. Starks  
President & CEO  
Convention Center Authority

Approved:



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Marty Dickens, Chair  
CCA 61<sup>st</sup> Meeting Minutes  
of October 1, 2015





## Proposed FY '16 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.

## Convention Production Rigging contract extension

## Proposed FY '16 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%     |

Term of contract: 3 year contract with 2 year option to extend  
 Current contract: Expires February 25, 2016  
 Compensation: 35% of the gross revenues actually received for services provided  
 Reasons to extend additional 2 years:

- Greatly surpassed our revenue expectations exceeding their annual budget in FY14 by 85% and FY 15 by 80%.
- Contributed \$795,000 in commissions to us in their first two fiscal years.
- The customer service and caliber of riggers are the best in the city. CP rigging rigs in all the major venues.
- They work with us as a team to find the best customer solutions.
- He is wanting to develop a marketing book that we could share with customers on the various ideas for sponsorship usage that could increase their profit for the show and ours by allowing us to do more rigging than we do currently.

## Francis S. Guess Bridge to Equality Fund

Francis S. Guess Bridge to Equality Fund Established 2015. As a community we honor Francis S. Guess' memory with gratitude for his many accomplishments. And to ensure that his efforts continue, The Francis S. Guess Bridge to Equality Fund has been created to help provide equal access to the American Dream, in perpetuity.

- The Sports Fund
- Nashville's Digital Inclusion Fund
- New shared services business model to sustain nonprofit Childcare Centers

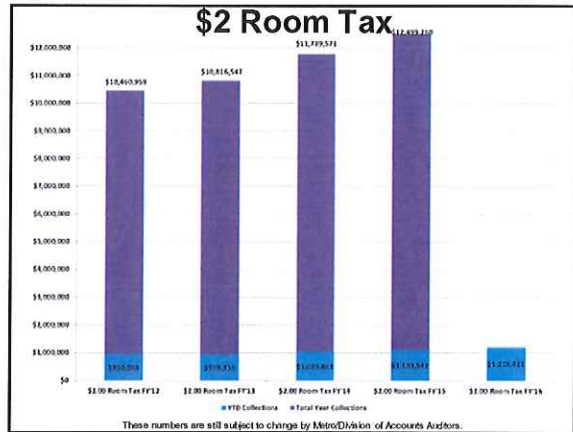
## Operations Updates

### MCC/Hotel Tax Collection

As of July 31, 2015

|           | 2/5 of 5% Occupancy Tax | Net 1% Occupancy Tax | \$2 Room Tax | Contracted Vehicle Tax | Rental Vehicle Tax | Campus Tax  | Total       | Variance to FY 14-15 |
|-----------|-------------------------|----------------------|--------------|------------------------|--------------------|-------------|-------------|----------------------|
| July      | \$1,738,303             | \$757,070            | \$1,215,421  | \$44,820               | \$187,587          | \$1,373,115 | \$5,317,224 | 19.72%               |
| August    |                         |                      |              |                        |                    |             |             |                      |
| September |                         |                      |              |                        |                    |             |             |                      |
| October   |                         |                      |              |                        |                    |             |             |                      |
| November  |                         |                      |              |                        |                    |             |             |                      |
| December  |                         |                      |              |                        |                    |             |             |                      |
| January   |                         |                      |              |                        |                    |             |             |                      |
| February  |                         |                      |              |                        |                    |             |             |                      |
| March     |                         |                      |              |                        |                    |             |             |                      |
| April     |                         |                      |              |                        |                    |             |             |                      |
| May       |                         |                      |              |                        |                    |             |             |                      |
| June      |                         |                      |              |                        |                    |             |             |                      |
| YTD Total | \$1,738,303             | \$757,070            | \$1,215,421  | \$44,820               | \$187,587          | \$1,373,115 | \$5,317,224 | 19.72%               |

These numbers are still subject to change by Metro/Division of Accounts Auditors.



### MCC/Hotel Tax Collection

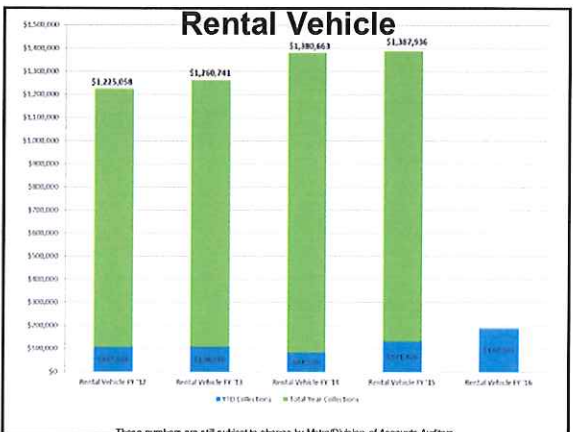
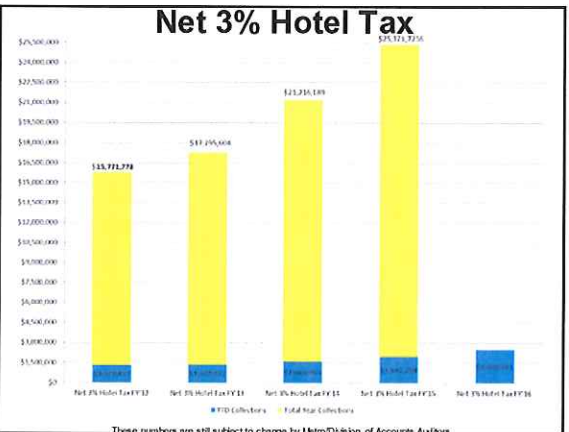
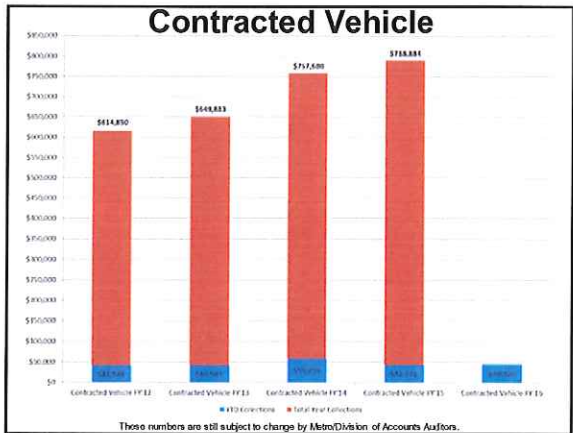
**MCC Portion of July 2015 Tourism Tax Collections**

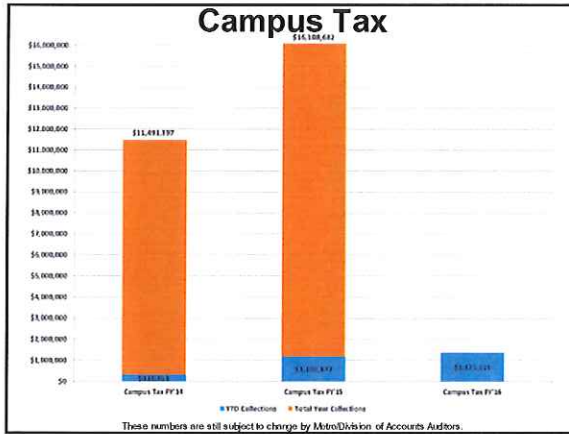
|                              | FY 2015            | FY 2016            | Variance      |
|------------------------------|--------------------|--------------------|---------------|
| 2/5 of 5% Occupancy Tax      | \$1,191,211        | \$1,738,303        | 24.95%        |
| Net 1% Occupancy Tax         | \$581,047          | \$757,070          | 30.45%        |
| \$2 Room Tax                 | \$1,103,542        | \$1,215,421        | 10.14%        |
| Contracted Vehicle           | \$42,421           | \$44,820           | 5.65%         |
| Rental Vehicle               | \$131,476          | \$187,587          | 42.63%        |
| Campus Sales Tax             | \$1,191,677        | \$1,373,115        | 15.23%        |
| ID Sales Tax Increment       | \$0                | \$0                | 00.00%        |
| <b>Total Tax Collections</b> | <b>\$4,441,374</b> | <b>\$5,317,224</b> | <b>19.72%</b> |

**MCC Portion of Year-to-Date FY2016 Tourism Tax Collections**

|                                  | FY 2015            | FY 2016            | Variance      |
|----------------------------------|--------------------|--------------------|---------------|
| 2/5 of 5% Occupancy Tax          | \$1,191,211        | \$1,738,303        | 24.95%        |
| Net 1% Occupancy Tax             | \$581,047          | \$757,070          | 30.45%        |
| \$2 Room Tax                     | \$1,103,542        | \$1,215,421        | 10.14%        |
| Contracted Vehicle               | \$42,421           | \$44,820           | 5.65%         |
| Rental Vehicle                   | \$131,476          | \$187,587          | 42.63%        |
| Campus Sales Tax                 | \$1,191,677        | \$1,373,115        | 15.23%        |
| ID Sales Tax Increment           | \$0                | \$0                | 00.00%        |
| <b>Total YTD Tax Collections</b> | <b>\$4,441,374</b> | <b>\$5,317,224</b> | <b>19.72%</b> |

These numbers are still subject to change by Metro/Division of Accounts Auditors.

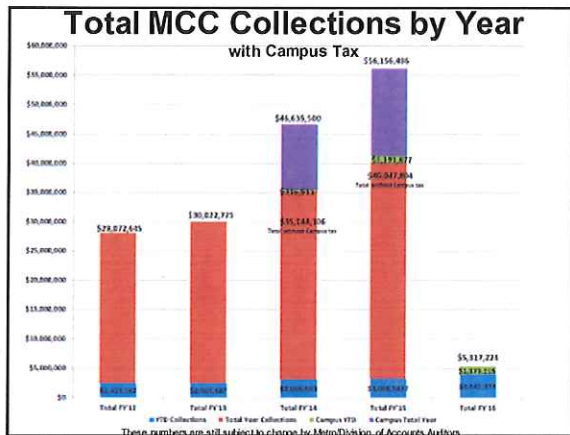




## August Tours & Site Visits

*11 Sales Site Visits*

*6 Group Tours with 115 attendees. This included 3 public tours with 45 attendees*



## Convention Center Authority

October 1, 2015

## August Events

*21 Events*

*29,829 Attendees*

*22,942 Room Nights*

*\$22,459,744 Economic Impact*