

MINUTES OF THE 74th MEETING OF THE CONVENTION CENTER AUTHORITY OF THE METROPOLITAN GOVERNMENT OF NASHVILLE & DAVIDSON COUNTY

The 74th Meeting of the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County (CCA) was held on September 18, 2017 at 9:00 a.m. in the Administrative Conference Room of the Administrative Offices at the Music City Center, Nashville, Tennessee.

AUTHORITY MEMBERS PRESENT: Marty Dickens, Vonda McDaniel, Randy Goodman, Willie McDonald, Leigh Walton, Randy Rayburn, Renata Soto and Irwin Fisher

AUTHORITY MEMBERS NOT PRESENT: David McMurry

OTHERS PRESENT: Charles Starks, Charles Robert Bone, Jasmine Quattlebaum, Brian Ivey, Mary Brette Wylly, Erin Hampton, Donna Gray and Mary Anne Morris

Chair Marty Dickens opened the meeting for business at 9:00 a.m. and stated that a quorum was 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.

ACTION: Randy Goodman made a motion to approve the Convention Center Authority minutes of July 13, 2017. The motion was seconded by Randy Rayburn and approved unanimously by the Authority.

The next regularly scheduled meeting is scheduled for October 5, 2017.

Vonda McDaniel and Jasmine Quattlebaum gave an update on the DBE & Development Committee and there was discussion (Attachment #1).

* Denotes arrival of Renata Soto.

Irwin Fisher and Charles Starks gave a Marketing and Operations update and there was discussion (Attachment #1).

Brian Ivey introduced the Sales Team.

Charles Starks and Brian Ivey presented the FY 2018 Sales Goals and Sales Incentive Plan and there was discussion (Attachment #1).

ACTION: Irwin Fisher made a motion to approve the FY 2018 Sales Goals. The motion was seconded by Renata Soto and approved unanimously by the Authority.

ACTION: Irwin Fisher made a motion to approve the FY 2018 Sales Incentive Plan. The motion was seconded by Leigh Walton and approved unanimously by the Authority.

Charles Starks and Erin Hampton gave an update on Team Member and Customer Surveys and there was discussion (Attachment #1).

Charles Starks gave an update on the Volume Services, Inc. d/b/a Centerplate Contract Extension and there was discussion (Attachment #1).

ACTION: Randy Rayburn made a motion authorizing Charles Starks to enter into an Amendment of the food and beverage and operations and service agreement with Volume Services, Inc. d/b/a Centerplate to exercise the option to extend the agreement for an additional three years from May 1, 2018 to May 1, 2021 on substantially the same terms as considered this day. The motion was seconded by Irwin Fisher and approved unanimously by the Authority.

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

Mary Brette Wyly gave an update on Marketing & Public Relations and there was discussion (Attachment #1).

With no additional business, the Authority unanimously moved to adjourn at 10:13 a.m.

Respectfully submitted,



Charles L. Starks
President & CEO
Convention Center Authority

Approved:



Marty Dickens, Chair
CCA 74th Meeting Minutes
of September 18, 2017

Convention Center Authority



September 18, 2017



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.



Happy Birthday



Marty Dickens
 August 22nd



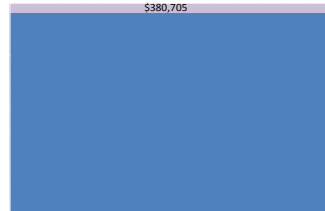
DBE & Development Committee



FY17 4th Quarter Reports



LMG FY17 YE DBE Participation

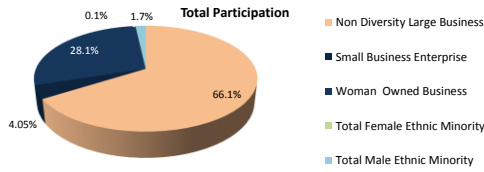


\$380,705

DBE Participation Summary			
			# OF COMPANIES
LMG DBE FY17 Goal	\$206,000	MINORITY OWNED BUSINESSES	0
YTD DBE Dollars Spent	\$380,705	WOMEN OWNED BUSINESSES	0
% of DBE Goal Reached	185%	SMALL BUSINESS ENTERPRISE	2
		TOTAL	2



Centerplate FY17 YE DBE Participation Dollars Spent as of 6/30/2017



DBE PARTICIPATION SUMMARY: FY17 Goal 25%	% OF TOTAL	# OF COMPANIES
MINORITY OWNED BUSINESSES	1.76%	3
WOMEN OWNED BUSINESSES	28.13%	7
SMALL BUSINESS ENTERPRISE	4.05%	2
TOTAL	33.94%	12

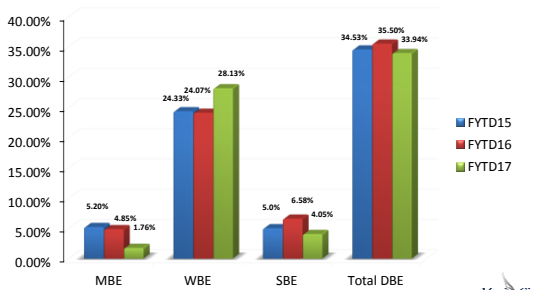


Centerplate FY17 YTD DBE Participation Dollars Spent as of 6/30/2017

DBE Classification	DBE Dollars Spent:
Ethnic Minority Male	
African American Owned	\$71,420 (1.7%)
Ethnic Minority Female	
African American Owned	\$3,534 (0.1%)
Total Minority Business Enterprise	\$74,954 (1.76%)
Total Woman Owned	\$1,197,879 (28.13%)
Total Small Business	\$172,508 (4.05%)
Total DBE Participation	\$1,445,341 (33.94%)
Total Non Diversity Business	\$2,813,756 (66.06%)



Centerplate DBE Total Participation Year over Year Comparison



CENTERPLATE DBE VENDOR SNAPSHOT

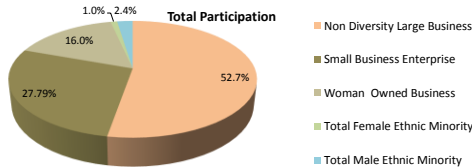
DBE VENDOR PARTICIPATION SUMMARY	FY17 # OF COMPANIES	FY16 # OF COMPANIES
MINORITY OWNED BUSINESSES	3	2
WOMEN OWNED BUSINESSES	7	7
SMALL BUSINESS ENTERPRISE	2	2
TOTAL	12	11

CENTERPLATE YEAR END 2017 DBE VENDORS:

BANQUET STAFFING (AAFBE)	NICKS FAMOUS BBQ (SBE)
COLTS CHOCOLATE (WBE)	TDAAT MOBILE TREATS (SBE)
CREATION GARDENS (WBE)	THE FRENCH CONFECTION (WBE)
KUJJI COFFEE CONCESSIONS AND KIOSKS (AAMBE)	TROJAN LABOR (WBE)
NASHVILLE CHOCOLATE & NUT CO (WBE)	TROPICAL NUT AND FRUIT (WBE)
GARY CRYDER (AAMBE)	XCLUSIVE STAFFING OF TENNESSEE (WBE)



Music City Center FY17 YE DBE Participation Summary as of 6/30/2017



DBE PARTICIPATION SUMMARY	% OF TOTAL	# OF COMPANIES
MINORITY OWNED BUSINESSES	3.44%	7
WOMEN OWNED BUSINESSES	16.04%	15
SMALL BUSINESS ENTERPRISE	27.79%	7
TOTAL	47.27%	29

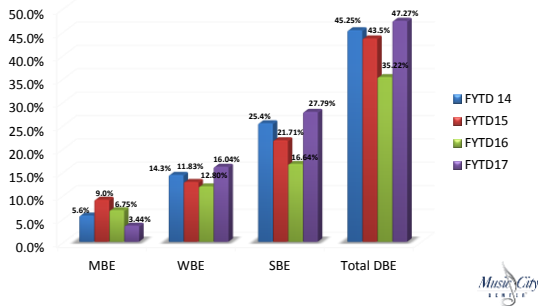


Music City Center FY17 YE DBE Participation Summary as of 6/30/2017

DBE Classification	DBE Dollars Spent:
Ethnic Minority Male	
African American Owned	\$168,449 (2.44%)
Ethnic Minority Female	
African American Owned	\$64,886 (.50%)
Hispanic Female Owned	\$6,564 (.50%)
Total Minority Business Enterprise	\$239,899 (3.44%)
Total Woman Owned	\$1,119,834 (16.04%)
Total Small Business	\$1,939,509 (27.79%)
Total DBE Participation	\$3,299,242 (47.27%)
Total Non Diversity Business	\$3,680,851 (52.73%)



DBE Total Participation Year over Year Comparison



DBE VENDOR SNAPSHOT

DBE VENDOR PARTICIPATION SUMMARY	FY17 # OF COMPANIES	FY16 # OF COMPANIES
MINORITY OWNED BUSINESSES	7	9
WOMEN OWNED BUSINESSES	15	13
SMALL BUSINESS ENTERPRISE	7	6
TOTAL	29	28

FY17 High Performing DBE Vendors (over \$100,000):

- Convention Production Rigging (SBE) – Rigging Services
- Industrial Staffing (WBE) – Supplemental Labor and Housekeeping Services
- Med-star Medical (WBE) – EMT Services
- Trojan Labor (WBE) – Event Security

MCC YEAR END 2017 DBE VENDORS

- | | |
|---|---|
| AERIAL INNOVATIONS OF TN INC (WBE) | JARVIS SIGNS (WBE) |
| ALEXANDER & ASSOCIATES (AAMBE) | MED-STAR MEDICAL SERVICE (WBE) |
| AJ BUSINESS SUPPLY (SBE) | NATASHA BLACKSHEAR (AAFBE) |
| BLINK MARKETING (WBE) | PLANTS ALIVE (WBE) |
| CONTRACT CARPET SALES (WBE) | PREMIER BUILDING MAINTENANCE CORP (AAMBE) |
| CONVENTION PRODUCTION RIGGING (SBE) | PREMIUM FLOOR CARE (WBE) |
| CRAWFORD DOOR SALES (SBE) | REED LANDSCAPING (WBE) |
| CUSHION EMPLOYER SERVICES (AAMBE) | RESOURCE INFORMATION & CONTROL CO (WBE) |
| CUSTOM WINDOW COVERINGS (HAFBE) | SEGWAY OF NASHVILLE (WBE) |
| ENERGY & LIGHTING SOLUTIONS (ATTIC TEC) (SBE) | SUNSET MARKETING (WBE) |
| GUY BROWN INTERIORS LLC (HAFBE) | TANDEM CONSTRUCTION (SBE) |
| HOSKINS & COMPANY (AAMBE) | THE AWARD CENTER (WBE) |
| HYDRO PRO PRESSURE WASHING (SBE) | TROJAN LABOR (WBE) |
| INDUSTRIAL STAFFING (WBE) | WIRELESS PLUS (SBE) |
| INQUIRIES INC (WBE) | |
- AAMBE – African American Male Business
 - AAFBE – African American Female Business
 - HAFBE – Hispanic American Female Business
 - WBE – Women Owned Business
 - SBE – Small Business

OMNI 2017 Local Participation

COMMITMENT TO LOCAL HIRING	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Total FTEs GOAL: 300	719	730	738	741	717	714	677					
# FTEs (40 hours) Residents of Nashville Metropolitan Statistical Area Goal: 250	708	721	729	732	710	706	669					
# FTEs (40 hours) Residents of Davidson County Goal: 200	576	584	597	599	576	570	535					

OMNI 2017 DBE Participation

SUPPLY AND SERVICE EXPENDITURE COMMITMENT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2017 Total
Nashville Metropolitan Statistical Area Businesses Goal: \$100,000/yr.	\$128,743	\$106,693	\$207,245	\$91,577	\$166,406	\$147,796	\$443,263						\$848,461
Small, minority and women owned business enterprises goal: \$50,000/yr.	\$19,950	\$24,221	\$28,118	\$22,233	\$22,150	\$23,437	\$23,331						\$120,110

African American Male (AAMBE) Vendor Analysis

- There is a total of 140 African American Male Businesses in Metro’s database
- 1,100 Total DBE vendors in Metro’s Database
 - Minority Business (including AAMBE): 306
 - Women Owned Business: 341
 - Small Business: 453

Music City Center DBE Utilization Analysis

- Music City Center utilizes 49 service contracts
- 27 of 49 contracts are deemed proprietary or utilizes Metro/State contracts (i.e. – Access Control, Cable TV, Pest Control, Pouring Rights, Roofing)
- DBE Participation on 12 of the remaining 22 contracts

Music City Center DBE Utilization Analysis

SUPPLIER DBE LISTING - AAMBE								
Service Categories	Total AAMBE per Service	Service Cat Percentage	Current DBE Percentage	AAMBE	AAFBE	HAFBE	SBE	WBE
Air Filters	7	5.00%	0.00%					
Auditing	5	3.57%	30.00%	X				
Carpet Cleaning	7	5.00%	0.00%					
Carpet Storage Facility	6	4.29%	100.00%					X
Compensation and Benefits	13	9.29%	100.00%	X				X
Composting Services	0	0.00%	0.00%					
Emergency Medical Services	2	1.43%	0.00%					
Event Security	4	2.86%	12.00%					
General Supplies	9	6.43%	0.00%					
Housekeeping - Staffing	24	17.14%	100.00%					X
Sanitorial Supplies	8	5.71%	0.00%					

Music City Center DBE Utilization Analysis

SUPPLIER DBE LISTING - AAMBE								
Service Categories	Total AAMBE per Service	Service Cat Percentage	Current DBE Percentage	AAMBE	AAFBE	HAFBE	SBE	WBE
Legal	2	1.43%	20.00%			X		
Meeting Facilitator	1	0.71%	100.00%					X
Office Supplies	9	6.43%	0.00%					
Paint Supplies	7	5.00%	0.00%					
Power Clean and Stone Seal	3	2.14%	100.00%				X	
Printing Services	4	2.86%	0.00%					
Promotional Items	3	2.14%	100.00%					X
Temporary Labor	7	5.00%	100.00%					X
Valet Parking	0	0.00%	0.00%					
Vending Machine	1	0.71%	100.00%	X				
Window Covering	1	0.71%	100.00%			X		

Marketing and Operations Update



Upcoming Hotel Development SoBro Area

Name	Rooms	Projected Open Date
JW Marriott	533	Jul-18
Cambria Suites	255	Jan-18
Tri-brand Marriott	468	Sept-18
Hampton Inn & Suites	50	May-18
Holiday Inn & Suites	230	Dec-18
Tru & Home2 Suites	233	Aug-19
Drury Plaza	390	May-19
Unbound Collection by Hyatt	191	Jan-18
Total:	2,350	



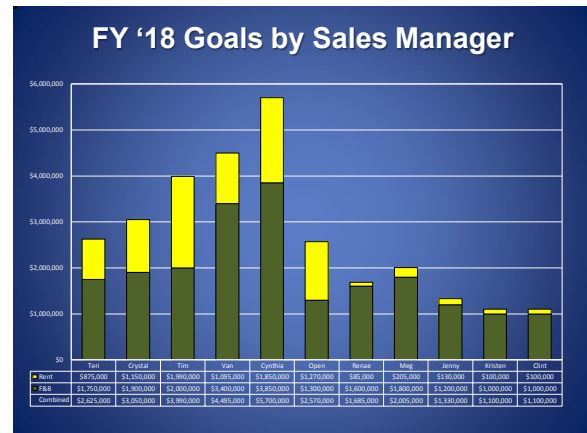
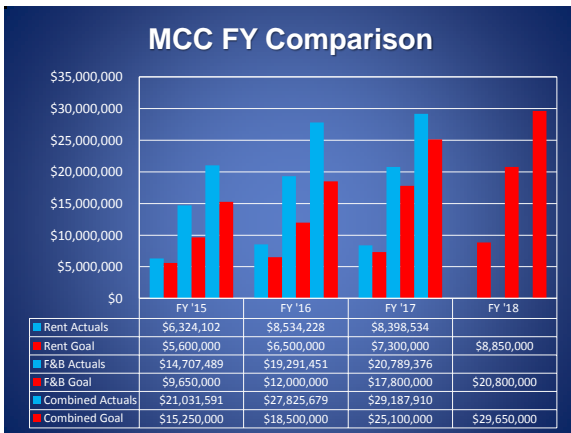
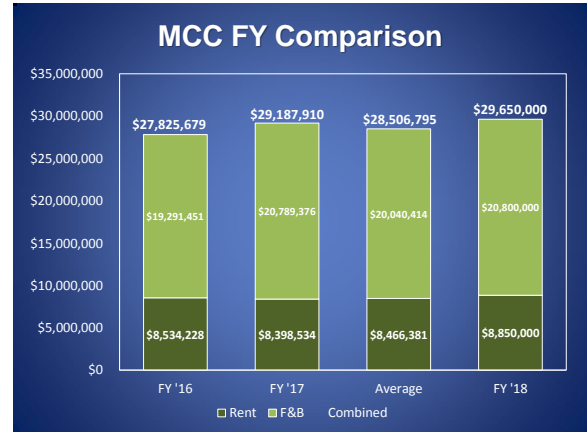
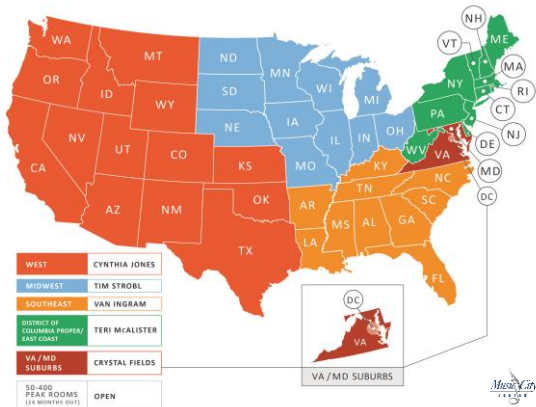
Proposed

Name	Rooms	Projected Open Date
The Joseph	297	Jul-19
Margaritaville Hotel	217	Dec-19
Hyatt House	217	Jun-19
Hyatt Regency	591	Mar-20
W Hotel	350	Apr-19
Virgin Hotel	260	Dec-19
Embassy Suites/Hilton Curio	721	Mar-20
Total:	2,653	

Other Downtown Hotels In Construction

Name	Rooms	Projected Open Date
Noelle	224	Oct-17
The Fairlane	81	Oct-17
The Bobby	144	Mar-18
Moxy Hotel	152	May-18
Dream Nashville	169	Oct-18
Total:	770	





Music City Center FY '18 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.

Music City Center FY '18 Sales Department 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%



Team Member and Customer Surveys



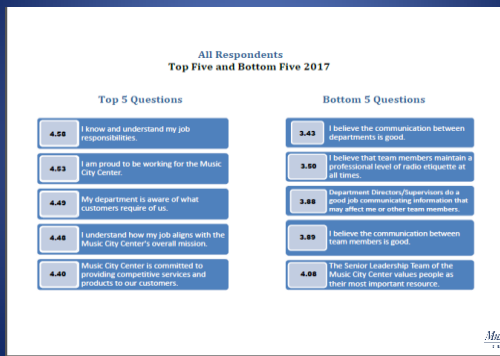
Team Member Survey Results

• **Completion Totals:**

- ❖ **Music City Center (minus Food & Beverage)** – 123 team members completed out of a total of 154 team members – 79.87% response rate. FY 16 response rate was 73.10%.
- ❖ **Music City Center (including Food & Beverage)** – 182 team members completed out of a total of 224 team members – 81.25% response rate. FY 16 response rate was 73.71%
- ❖ **Food & Beverage** – 59 team members completed out of a total of 70 team members – 84.29% response rate. FY 16 rate was 75.00%



Survey Results



Customer Surveys

August 2017 Year to Date

- 87 out of 178 surveys returned (48.9% response rate)
- Would you recommend the Music City Center?
 - Yes – 84 (96.55%)
 - No – 3 (3.45%)
- Overall Score: 12.07 = A (based on a scale of 1-13)



Customer Surveys

August 2017 Year to Date

Top Five

1. Event Manager – 4.60
2. Service Representatives – 4.55
3. Catering Sales – 4.54
4. Appearance Meeting Rooms/Ballrooms/Bldg. Exterior – 4.51
5. Overall Pre-planning Experience – 4.48

Bottom Five


1. Overall Value A/V/Security – 4.09
2. A/V Presentation Quality – 4.08
3. Dunkin Donuts – 4.00
4. Rigging – 3.88
5. Parking – 3.79



OPERATIONS UPDATE



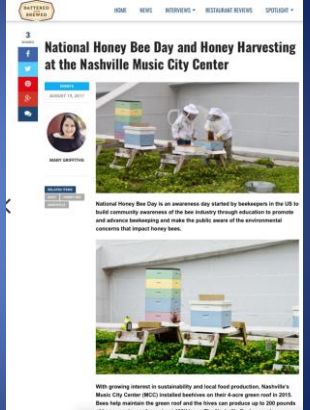
Volume Services, Inc. d/b/a Centerplate Contract Extension



MARKETING & PUBLIC RELATIONS UPDATE



- Honey Harvesting by *Battered and Brewed*
- Reporter onsite for harvest day



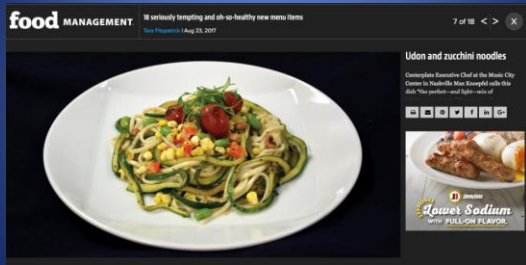
- Beehives at Nashville MCC and Vancouver by *Catering Magazine*
- Interview with Chef Max

- “Nashville Gets Real” by *Venues Today*
- Interview with Chef Max about REAL certification



Food Management

“18 Seriously Tempting and Oh-So Healthy New Menu Items”



UP ON THE ROOF

An inside look at Music City Center's rainwater catchment system
By Renee Barker

UPON HEARING THAT the Convention Center Authority had installed a rainwater catchment system at Music City Center, Renee Barker, Sustainability Coordinator, was intrigued. She had just finished reading an article in *Facilities & Event Management Magazine* about the benefits of rainwater catchment systems. Barker, who has been at Music City Center for over a year, was excited to see the center taking steps to become more sustainable. She had just finished reading an article in *Facilities & Event Management Magazine* about the benefits of rainwater catchment systems. Barker, who has been at Music City Center for over a year, was excited to see the center taking steps to become more sustainable. She had just finished reading an article in *Facilities & Event Management Magazine* about the benefits of rainwater catchment systems. Barker, who has been at Music City Center for over a year, was excited to see the center taking steps to become more sustainable.

Aside from the great environmental effects, this system has also produced significant cost savings over time by reducing our need for metered tap water.

SHOWCASING THE GREEN SIDE
As a sustainability officer, Barker is always looking for ways to showcase the green side of Music City Center. She has been featured in several articles and has given presentations about the center's sustainability efforts. She is proud to be part of a team that is committed to making a positive impact on the environment.

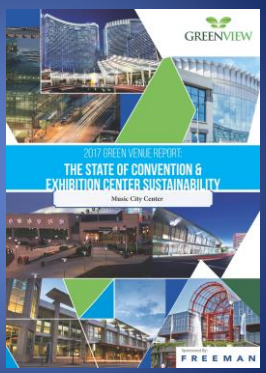
THE ADVANTAGES OF NATIVE SOLE
Native sole is a sustainable seafood option that is low in mercury and high in omega-3 fatty acids. It is a great choice for restaurants looking to offer healthy and sustainable menu items. Barker is a fan of native sole and has featured it on several occasions at Music City Center.

RENEE BARKER, Sustainability Coordinator for Music City Center, is a graduate of the University of Tennessee and has a degree in Environmental Science. She has worked in the sustainability field for over 10 years and is passionate about making a positive impact on the environment.

FACTS: EVENT MANAGEMENT

- Renee Barker, Sustainability Coordinator, featured in *Facilities & Event Management Magazine*
- Article on Music City Center's rainwater reuse program

- Music City Center featured in the 2017 Green Venue Report
- Compiled by Greenview and included



Tax Collections

MCC Hotel Tax Collection

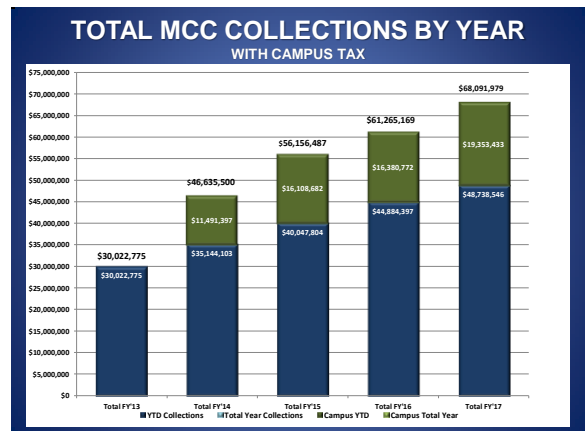
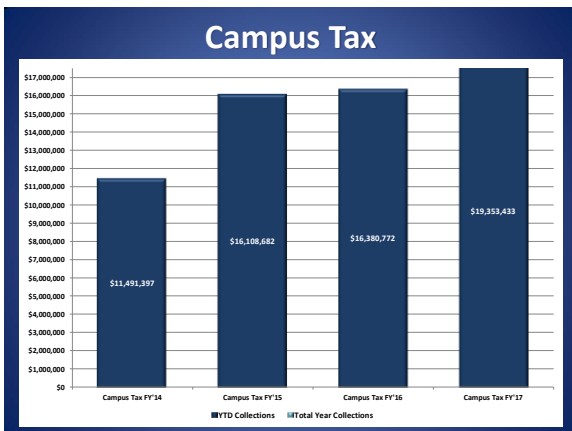
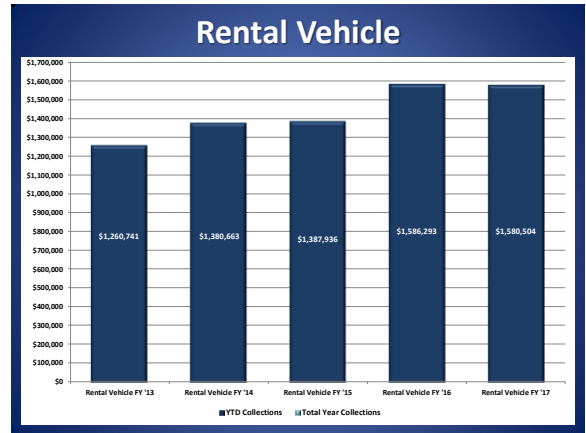
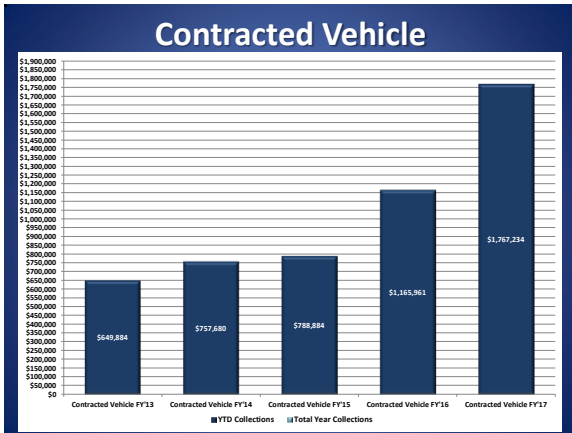
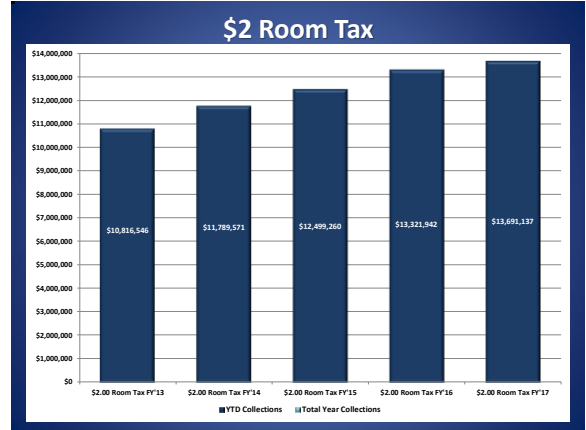
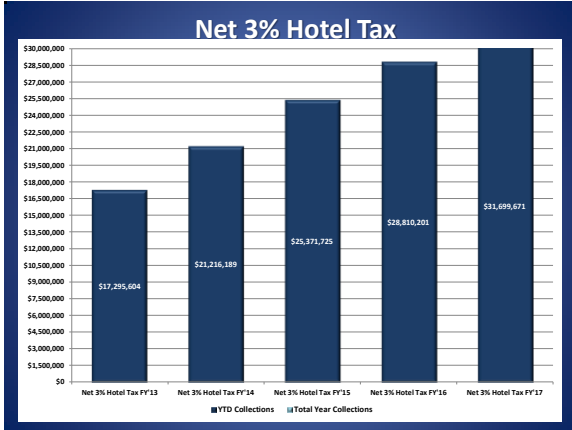
	2/5 of 5% Occupancy Tax	Net 1% Occupancy Tax	\$2 Room Tax	Contracted Vehicle Tax	Rental Vehicle Tax	Campus Tax	Total	Variance to FY 16-17
July	\$1,847,920	\$792,661	\$1,210,579	\$131,291	\$144,778	\$2,205,965	\$6,333,193	19.11%
August	\$1,720,791	\$761,538	\$1,157,888	\$137,780	\$141,582	\$1,609,885	\$5,529,464	13.76%
September	\$1,775,780	\$781,068	\$1,127,450	\$156,112	\$146,460	\$728,874	\$4,717,745	-7.57%
October	\$1,938,401	\$833,490	\$1,149,688	\$74,982	\$148,399	\$1,634,074	\$5,779,033	-6.84%
November	\$1,777,307	\$820,042	\$1,117,132	\$228,456	\$123,048	\$2,292,364	\$6,358,349	37.99%
December	\$1,274,424	\$508,928	\$913,625	\$108,138	\$111,735	\$516,307	\$3,433,157	-8.01%
January	\$1,117,123	\$473,570	\$827,220	\$111,566	\$95,008	\$1,983,754	\$4,608,242	17.98%
February	\$1,754,258	\$778,119	\$1,106,592	\$60,506	\$98,782	\$1,391,812	\$5,190,068	10.37%
March	\$2,097,869	\$933,447	\$1,257,741	\$173,016	\$125,925	\$763,396	\$5,351,394	-9.03%
April	\$2,108,375	\$948,812	\$1,222,663	\$157,316	\$133,460	\$2,678,463	\$7,249,090	24.23%
May	\$2,269,973	\$1,011,859	\$1,311,063	\$254,215	\$151,745	\$866,850	\$5,865,704	0.93%
June	\$2,321,271	\$1,052,646	\$1,289,496	\$171,856	\$159,581	\$2,681,690	\$7,678,540	44.79%
YTD Total	\$22,003,491	\$9,696,180	\$13,891,137	\$1,767,234	\$1,580,594	\$19,353,433	\$68,091,979	18.11%

MCC/Hotel Tax Collection

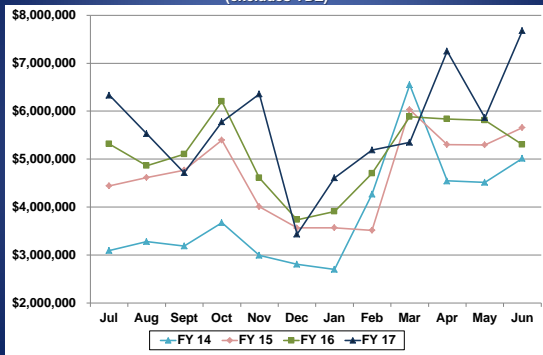
MCC Portion of June 2017 Tourism Tax Collections			
	FY 2016	FY 2017	Variance
2/5 of 5% Occupancy Tax	\$2,006,172	\$2,321,271	15.71%
Net 1% Occupancy Tax	\$883,484	\$1,052,646	19.15%
\$2 Room Tax	\$1,210,498	\$1,289,496	6.55%
Contracted Vehicle	\$193,006	\$173,856	-10.96%
Rental Vehicle	\$164,947	\$159,581	-3.25%
Campus Sales Tax	\$844,074	\$2,681,690	217.71%
TDZ Sales Tax Increment	\$0	\$0	0.00%
Total Tax Collections	\$5,301,882	\$7,676,540	44.79%

MCC Portion of Year-to-Date FY2017 Tourism Tax Collections			
	FY 2016	FY 2017	Variance
2/5 of 5% Occupancy Tax	\$20,113,362	\$22,003,491	9.40%
Net 1% Occupancy Tax	\$8,696,839	\$9,696,180	11.49%
\$2 Room Tax	\$13,321,942	\$13,691,137	2.77%
Contracted Vehicle	\$1,165,879	\$1,767,234	51.58%
Rental Vehicle	\$1,586,293	\$1,580,503	-0.36%
Campus Sales Tax	\$16,380,772	\$19,353,433	18.15%
TDZ Sales Tax Increment	\$15,669,415	\$22,778,163	45.37%
Total YTD Tax Collections	\$76,934,503	\$90,870,142	18.11%

All numbers subject to change by CCA Auditors



TOTAL MCC COLLECTIONS BY YEAR
 (excludes TDZ)



JULY EVENTS

- > 17 Events
- > 41,830 Attendees
- > 30,430 Room Nights
- > \$42,852,975 Economic Impact

AUGUST EVENTS

- > 26 Events
- > 30,607 Attendees
- > 14,795 Room Nights
- > \$15,095,593 Economic Impact



JULY TOURS & SITE VISITS

- > 9 Sales Site Visits
- > 6 Group tours with 159 attendees

AUGUST TOURS & SITE VISITS

- > 15 Sales Site Visits
- > 4 Group tours with 20 attendees



IAVM Venue of Excellence Award

- Award winners must demonstrate distinction in the following areas:
 - Operational Excellence
 - Safety & Security
 - Team Building/Professional Development
 - Service to the Community
- A committee of IAVM members chooses the finalists and winners are approved by the IAVM Board of Directors.



IAVM Venue of Excellence Award



Convention Center Authority



September 18, 2017

