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 February 28, 2017 at 11:04 a.m. in the Administrative Conference Room of the Administrative Offices at the Music City Center, Nashville, Tennessee.


OTHERS PRESENT: Charles Starks, Charles Robert Bone, Heidi Runion, Brian Ivey, Mary Brette Wylly, Erin Hampton, Donna Gray, and Andrew Sarta

Committee Chair Irwin Fisher opened the meeting and noted there was a quorum present.

ACTION: Willie McDonald made a motion to approve the Marketing & Operations Committee minutes of August 23, 2016. The motion was seconded by Randy Rayburn and approved unanimously by the committee.

*Denotes the arrival of Renata Soto

Charles Starks discussed proposed changes to the Social Media Policy (Attachment #2), and there was discussion.

ACTION: Luke Simons made a motion to approve the revisions and additions to the Social Media Policy as considered this day. The motion was seconded by Renata Soto and approved unanimously by the committee.

Charles Starks presented the Weapons in the Workplace Policy (Attachment #3), and there was discussion.

ACTION: Luke Simons made a motion to approve the Weapons in the Workplace Policy as considered this day. The motion was seconded by Renata Soto and approved unanimously by the committee.
With no additional business a motion was made to adjourn and with no objection the Marketing & Operations Committee of the CCA adjourned at 1:24 p.m.

Respectfully submitted,

[Signature]

Charles L. Starks
President & CEO
Convention Center Authority

Approved:

[Signature]

Irwin Fisher, Committee Chair
CCA Marketing & Operations Committee
Meeting Minutes of August 23, 2016
Marketing and Operations Committee
August 23, 2016

Methodology

• FY 17’ Goals are based on the 2 year average of Actual Sales from FY 15 & 16.

• Actual sales are comprised of Building Rent and F&B revenues, broken down by individuals and the team as a whole.

• FY 17’ goals reflect the expected trend based on current booking pace for the next five years.

MCC FY Comparison

Sales Map by Region

Teri McAlister
Director of Sales
17’ Goals by Sales Manager

Upcoming Hotel Development
In close proximity to MCC

<table>
<thead>
<tr>
<th>Name</th>
<th>Rooms</th>
<th>Projected</th>
<th>Open Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>JW Marriott</td>
<td>533</td>
<td>Jul-18</td>
<td></td>
</tr>
<tr>
<td>AC/ SpringHill Suites/Residence Inn</td>
<td>468</td>
<td>Mar-18</td>
<td></td>
</tr>
<tr>
<td>Westin</td>
<td>454</td>
<td>Sept-16</td>
<td></td>
</tr>
<tr>
<td>Cambria Suites</td>
<td>235</td>
<td>Dec-17</td>
<td></td>
</tr>
<tr>
<td>Thompson Hotels</td>
<td>224</td>
<td>Oct-16</td>
<td></td>
</tr>
<tr>
<td>The Noelle (Tribute Portfolio by Starwood)</td>
<td>220</td>
<td>Jul-17</td>
<td></td>
</tr>
<tr>
<td>Kimpton</td>
<td>180</td>
<td>Mar-17</td>
<td></td>
</tr>
<tr>
<td>Dream Nashville</td>
<td>169</td>
<td>May-18</td>
<td></td>
</tr>
<tr>
<td>Moxy Hotel/Barkley Lake Inn</td>
<td>152</td>
<td>Jul-17</td>
<td></td>
</tr>
<tr>
<td>21c Museum Hotel</td>
<td>124</td>
<td>Mar-17</td>
<td></td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>2,779</strong></td>
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</table>
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.

<table>
<thead>
<tr>
<th>% of Goal Achieved</th>
<th>MCC Rental</th>
<th>MCC F&amp;B</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 - 94.9%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>95 - 99.9%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>100 - 104.9%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>105 - 109.9%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>110 - 119.9%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>120% +</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

TEAM MEMBER SURVEY RESULTS

- Completion Totals:
  - Music City Center (minus Food & Beverage) – 106 team members completed out of a total of 145 team members – 73% response rate
  - Music City Center (including Food & Beverage) – 157 team members completed out of a total of 213 team members – 75% response rate
  - Food & Beverage – 51 completed out of a total of 68 – 75% response rate.
SURVEY RESULTS

CUSTOMER SURVEYS

July 2016 Year to Date

- 66 out of 140 surveys returned (47.14% response rate)

- Would you recommend the Music City Center?
  - Yes - 65 (98.48%)
  - No - 1 (1.52%)

- Overall Score: 12.24 = A (based on a scale of 1-13)

Marketing and Operations Committee
August 23, 2016