

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 October 27, 2021 at 9:00 a.m. in the Administrative Conference Room of the Administrative Offices at the Music City Center, Nashville, Tennessee.

MARKETING & OPERATIONS COMMITTEE MEMBERS PRESENT: Irwin Fisher, Austin Brown, Norah Buikstra, and Seema Prasad

MARKETING & OPERATIONS COMMITTEE MEMBERS NOT PRESENT: Barrett Hobbs

OTHERS PRESENT: Charles Starks, Brian Ivey, Heather Jensen, and Donna Gray

The meeting was opened for business at 9:10 a.m. by Chair Irwin Fisher 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.

ACTION: Norah Buikstra made a motion to approve the Marketing & Operations Committee minutes of June 24, 2020. The motion was seconded by Seema Prasad and approved unanimously by the committee.

Chair Irwin Fisher 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 2022 Sales Goals and Incentive Plan (Attachment #1) and there was discussion.

ACTION: Austin Brown made a motion to approve the FY 2022 Sales Goals. The motion was seconded by Norah Buikstra and approved unanimously by the committee.

ACTION: Norah Buikstra made a motion to approve the FY 2022 Sales Incentive Plan. The motion was seconded by Seema Prasad 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 10:06 a.m.

Respectfully submitted,



Charles L. Starks
President & CEO
Convention Center Authority

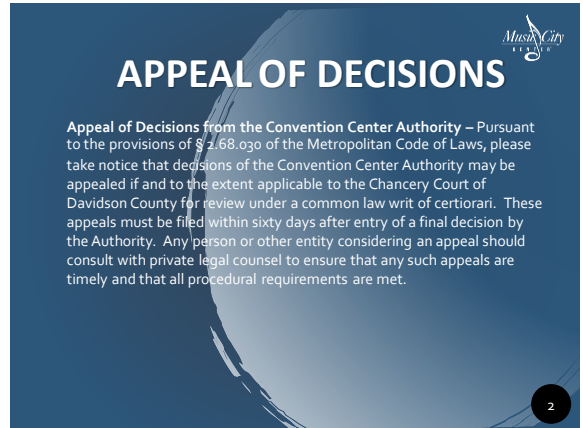
Approved:



Seema Prasad
CCA Community Relations, Marketing & Operations Committee
Meeting Minutes of October 27, 2021



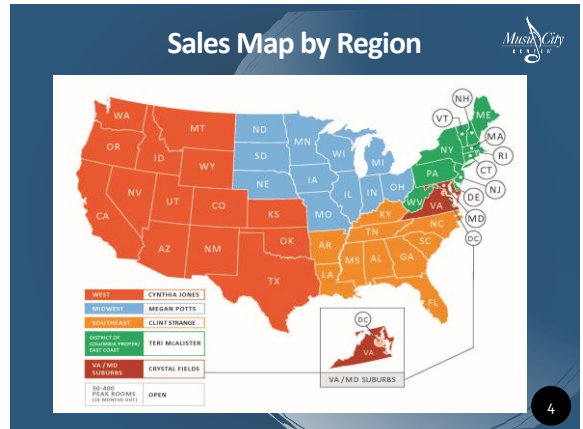
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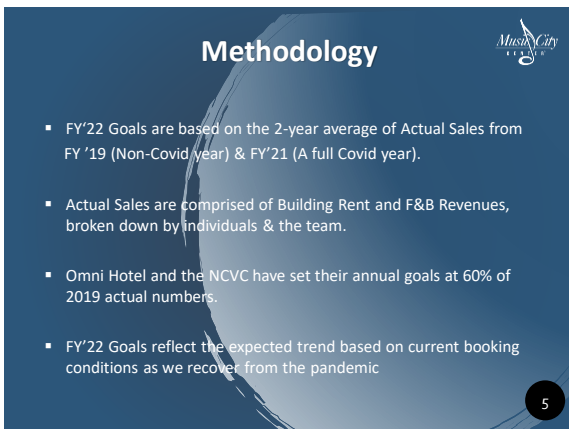
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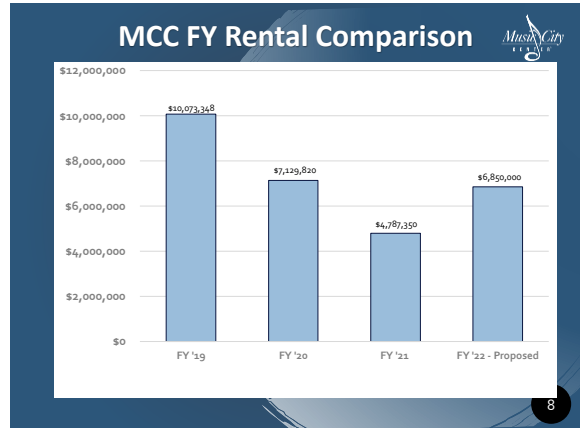


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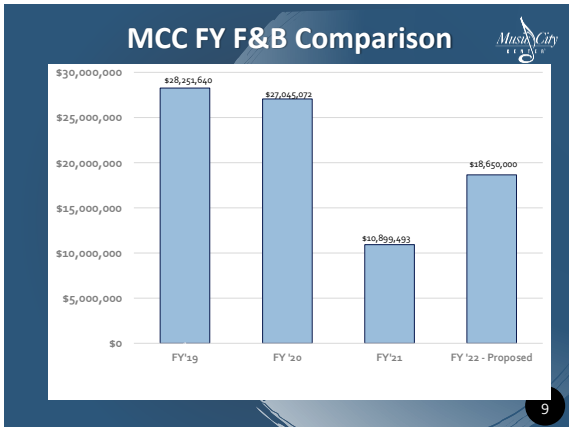
Challenges in FY'22

- 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.

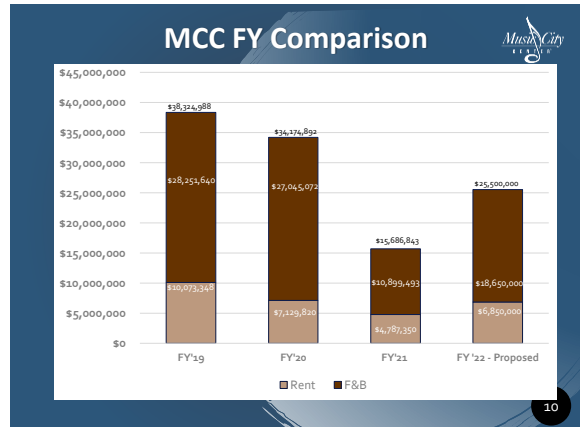
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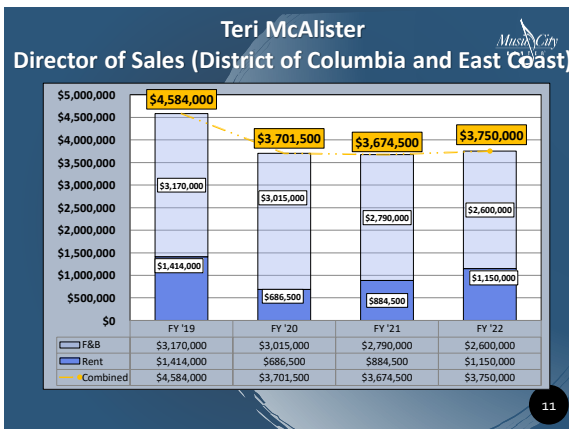
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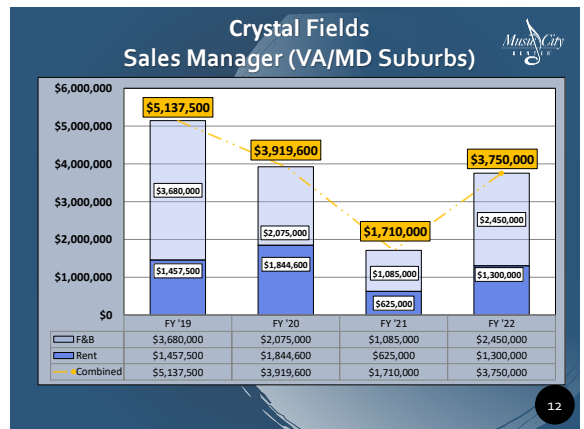
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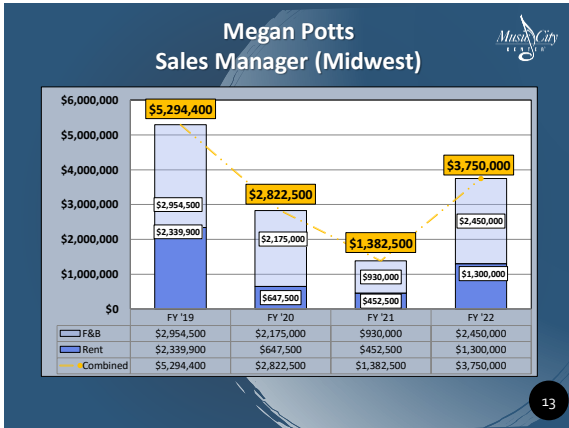
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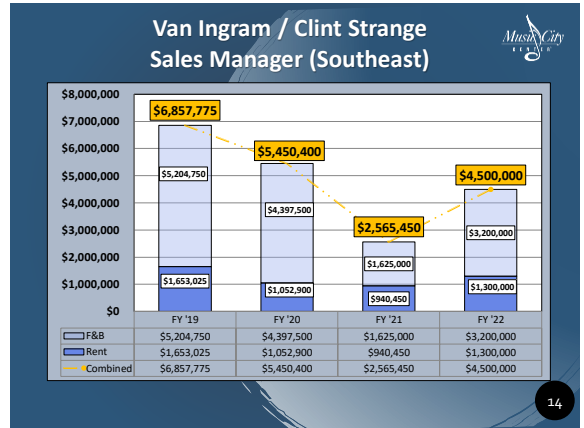
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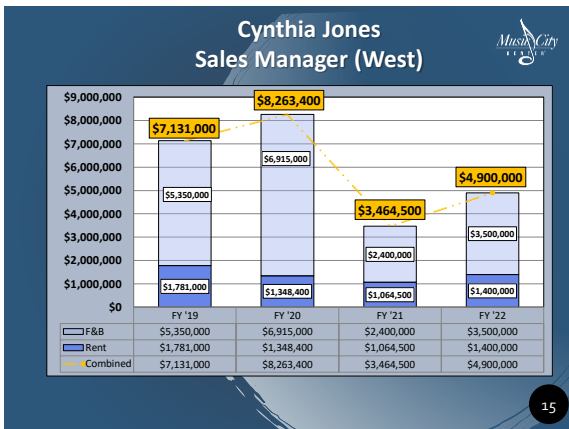
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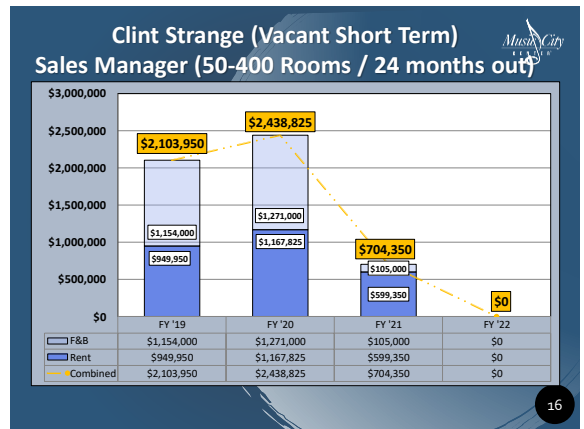
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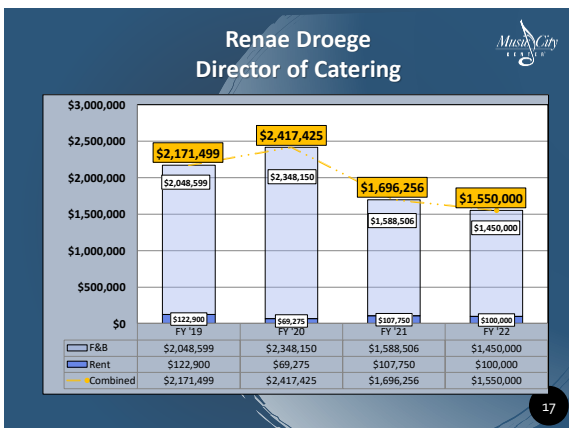
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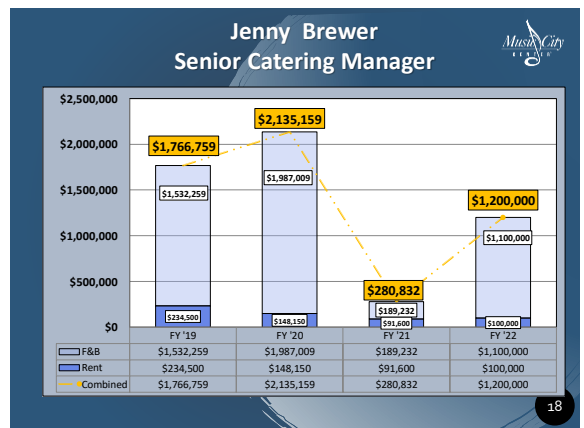
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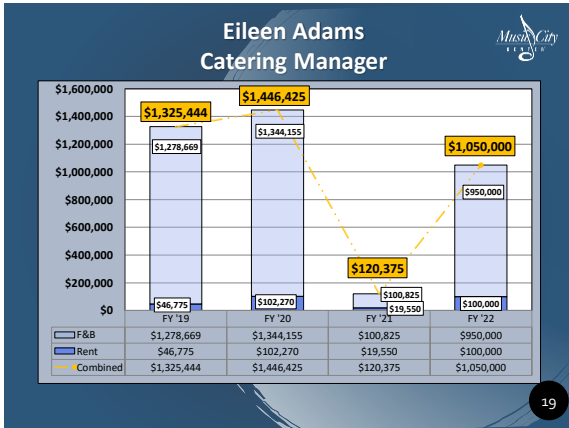
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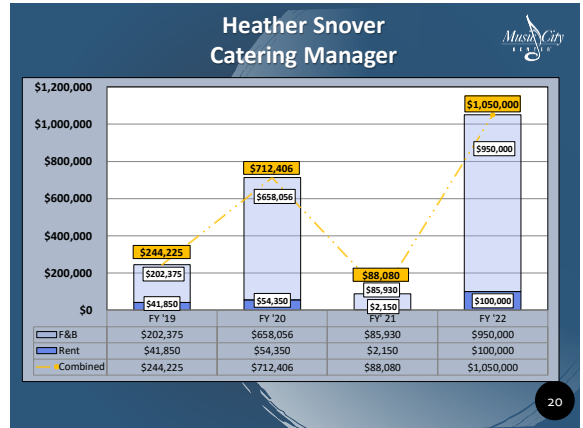
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Music City Center FY'22 Sales Department Incentive Plan

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'22 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%

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MARKETING AND OPERATIONS COMMITTEE

October 27, 2021

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