

**SPORTS AUTHORITY OF THE METROPOLITAN GOVERNMENT OF NASHVILLE  
& DAVIDSON COUNTY**

Minutes of the December 13, 2012 Meeting of the Board of Directors  
LP Field- Media/Interview Room  
8:00 a.m.

**Board Members:** Kim Adkins, Margaret Behm, Cathy Bender, Chuck Meriwether, Ralph Perrey, Ed Temple, Steve North, Nancy Vincent, Emmett Wynn

**Staff:** Monica Fawknottson, Margaret Darby (Legal)

**Predators/Powers Management:** Sean Henry, Michelle Kennedy, Sean Marshall, Beth Snider

**Titans/LP Field:** Don MacLachlan, Walter Overton

**Visitors:** Scott Ramsey, Brasher Burbank (Stewart Transportation Solutions)

Mr. Ralph Perrey called the meeting to order at 8:00 am and recognized Ms. Monica Fawknottson to read from the Metro Code of Laws (Ordinance No. BL2006-1050). **Upon a motion duly made and seconded, the Sports Authority unanimously voted to approve the minutes of the November 8<sup>th</sup> meeting.**

***Nashville Sports Council Update***

Mr. Perrey recognized Mr. Scott Ramsey, President of the Nashville Sports Council (NSC), to give an NSC/ Music City Bowl Update. Mr. Ramsey began by reporting that the organization is excitedly preparing for the 15<sup>th</sup> Franklin American Mortgage Music City Bowl on December 31<sup>st</sup>. Mr. Ramsey noted that this is the 14<sup>th</sup> year the game will take place at LP Field and this year will feature Vanderbilt and NC State. Mr. Ramsey additionally reported that Nashville will host the 2013, 2015, and 2016 SEC Men's Basketball Tournaments, as well as the NCAA Women's Final Four in 2014. Mr. Ramsey concluded by thanking the Sports Authority for its continued partnership with the Nashville Sports Council.

***Sports Authority Ad Hoc Committee Report***

Mr. Perrey recognized Ms. Kim Adkins to give the Ad Hoc Committee Report in the absence of the committee's chair, Alfonzo Alexander. Ms. Adkins reported that the committee met on December 10<sup>th</sup> and had significant discussion about both staff positions, eventually shifting its attention to developing the Metro Sports Authority Executive Director job description. During the discussion, committee members discovered that a full job description was never developed for the executive director position. Committee members reviewed and discussed several documents that gave information about the position and determined to submit additional suggestions to Metro HR by Friday, December 14, 2012. Metro HR will subsequently take all input and compile a draft job description for the committee to review in its next meeting, scheduled for December 18, 2012. During that meeting, the committee will finalize the proposed job description. The committee expects to present and seek approval of the proposed job description from the full Metro Sports Authority Board of Directors at the January meeting.

The committee also had substantial discussion regarding the appropriate staffing level for the Sports Authority administrative office. The committee agreed that the best course of action at this time is to get the executive director position filled at the appropriate salary level. Once the new executive director is in place, the committee will work with that person to determine the need, salary and job description of the second staff position.

***Executive Director's Report***

Mr. Perrey recognized Ms. Monica Fawknottson to give the Executive Director's Report. Ms. Fawknottson began reporting that she had presented the Sports Authority's resolution in honor of Emmett Edwards to his brother, William. The family expresses his appreciation to the

board for its kind gesture. Ms. Fawknorton next turned her attention to the Sports Authority's departmental budget. She stated that the budget for the current year (FY13) is \$612,800, with the vast majority (97%) going to personnel costs, internal service fees, and building insurance. Metro's FY2014 budget season will kickoff sometime in January. The FY13 budget will be the department's baseline figure going into FY14 but in all likelihood will change depending on Finance Department Projections, reduction scenarios requested of the departments, and any improvement items requested by the department. Ms. Fawknorton noted that the Sports Authority will need to make a departmental improvement request to pay for its portion of stormwater fees at LP Field, and that she, Metro Legal, and Metro Water Services are currently working to determine that amount.

### ***LP Field Parking Update***

Following her budget report, Ms. Fawknorton recognized Mr. Brasher Burbank of Stewart Transportation Solutions to give an LP Field Parking Update. Mr. Burbank began by expressing his condolences to the board on the passing of Mr. Emmett Edwards, and then thanked the Sports Authority for the opportunity to serve as its parking contractor. Mr. Burbank stated that Stewart Transportation Solutions took over the management of the LP Lots in June 2012 with the following three goals:

1. To provide transparent financial reporting
2. To elevate the level of customer service
3. To market LP Field for revenue opportunities.

Mr. Burbank reported that as of November 30, 2012 \$138,700 of total revenue has been generated, \$88k of which has come from the operation of Lot E. The remaining revenue is comprised of special event revenue including, but not limited to, 4<sup>th</sup> of July, Zac Brown Southern Ground Festival, I Run for the Party, Wine on the River, and Taste of Music City. Based on the contract's tiered revenue structure, the Sports Authority has received \$79,051 of the total revenue.

With regards to transparent reporting, Mr. Burbank reported that daily collection reports are sent to Ms. Fawknorton as well as monthly transaction reports that are generated by the vendor (Digital Payment Systems) and unable to be manipulated. Payment is sent to Metro via an electronic wire by the 15<sup>th</sup> of each month. Mr. Burbank additionally reported that, in an effort to improve customer service, their staff is briefed before each event and given pocket guides to help them answer frequently asked questions regarding each event at LP Field. They have also increased staff presence in Lot E with the additional hiring of a supervisor to help patrons use the pay machines and to answer questions, and are currently working to develop a customer service survey that patrons can fill out online.

With regards to future marketing efforts, Mr. Burbank reported that they are using social media to market events and have been working with the Conventions & Visitors Bureau in the area of event promotion. They are also using technology like Park Mobile which allows patrons to scan a code to their smart phone, set up an account, and log on with their phone to pay by credit card from the lot. Additionally they are looking at technology options that will allow patrons to pay for special event parking in advance. Mr. Burbank also reported that the solar electric vehicle charging stations are up and fully functioning. At this time they are non fee-based machines and the charging is free. The Sports Authority will take over the operational responsibility of the machines sometime in 2013. Mr. Steve North suggested that the Sports Authority begin to look at future expenses related to maintenance and electricity so as to determine what the Sports Authority may need to charge its patrons to cover its operational expenses.

In response to questions regarding major parking problems during this year's TSU Homecoming, Mr. Burbank reminded the Board that, in addition to it being homecoming, it was also TSU's 100<sup>th</sup> Anniversary and, in essence, a celebration party. 30,000 fans were inside the stadium with reports showing an additional 34,000 in the parking lots with no tickets. Getting vehicles with parking tags into the lots became extremely difficult, if not impossible, with the large numbers of people in the parking lots and it posed a public safety hazard. Mr. Walter

Overton reported that proposed solutions to the problem are for TSU to sell parking passes, eliminating cash parking on game day, and to erect some type of fencing to secure the campus from fans without parking passes. Mr. Perrey thanked Mr. Burbank for his report and the Board expressed its approval of the new, transparent reporting system.

### ***LP Field Report***

Mr. Perrey recognized Mr. Walter Overton to address the Board. Mr. Overton began by reporting that the television show, “Nashville” spent several days inside LP Field shooting upcoming episodes. Stadium staff is now preparing for a news conference with the Mayor about the new Distributed Antennae System that will enhance communication within the stadium and also Bridgestone Arena. The system will be at no cost to the Sports Authority. He continued by reporting that LP Field is looking forward to hosting Monday Night Football, the Jacksonville Jaguars, and the Music City Bowl during the month of December. Mr. Overton concluded his report by stating that there had been no revenue changes in the ticket tax summary or capital stadium fund since the November Board Meeting, and that the Titans hope to meet with Ms. Fawknottson, Ms. Darby, and Mr. Lackey sometime in January/February to go through the organization’s unfiled capital reimbursement requests.

### ***Bridgestone Arena Report***

Mr. Perrey recognized Mr. Sean Henry to give the Bridgestone Arena Report. Mr. Henry reported that Bridgestone Arena will also be seen in upcoming “Nashville” episodes as the series spent a week and a half taping in the building. Like the Titans, Bridgestone Arena is excited about the Distributed Antennae System that is getting ready to launch and the positive effect it will have on the city’s communication.

With respect to the arena’s FY14 Operating Budget, Mr. Henry reported that this is the earliest they have ever submitted an operating budget. He stated that it is an aggressive budget that, when factoring in the FY13 budget error, forecasts revenues to be up slightly and expenses to be almost \$300,000 less than for FY13 (once the management fee reduction into consideration). The bottom line is a planned improvement of \$150,000 for FY14.

Mr. Henry reported that talks are continuing in attempts to reach an NHL Collective Bargaining Agreement. They continue to remain hopeful that an agreement will be reached that will prevent an entire season lockout.

Regarding the arena’s capital budget, Mr. Henry reminded the board that there is a list of capital projects that were previously approved by the Board but never funded by Metro. The majority of the projects on this list will now be funded by the Capital Improvement Fee (“CIF”) Program. “CIF” projects will be those that will enhance the venue’s ability to attract more events/attendees. With the exception of unforeseen emergency related needs, Bridgestone Arena will continue to use the December 1<sup>st</sup> date for the submission of projects (mostly architectural and structural) to the Sports Authority for approval and submission to Metro’s Capital Budget.

Finally, Mr. Henry reported that building records were set for four events during September and October. Bridgestone Arena also set tour records for Carrie Underwood and Kelly Clarkson. He stated his excitement that the arena was booked for the first time for the following shows: Aerosmith, The Who, Whiz Kalifa, and The Grammy Show.

Ms. Cathy Bender, taking over for Mr. Perrey, reminded the Board that they will elect their 2014 officers at the January Meeting. Nominations will be made from the floor. There being no other business, the meeting adjourned.