

**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 June 24, 2020 at 10:00 a.m. at the Music City Center, Nashville, Tennessee – Virtual Meeting

MARKETING & OPERATIONS COMMITTEE MEMBERS PRESENT: Irwin Fisher, Barrett Hobbs, Seema Prasad and Leigh Walton

MARKETING & OPERATIONS COMMITTEE MEMBERS NOT PRESENT: Randy Rayburn

OTHERS PRESENT: Charles Starks, Brian Ivey, Erin Hampton and Donna Gray

The meeting was opened for business at 10:00 a.m. by Chair Irwin Fisher who stated there was a quorum present.

ACTION: Leigh Walton made a motion to approve the Marketing & Operations Committee minutes of September 27, 2019. The motion was seconded by Barrett Hobbs and approved unanimously by the committee.

Charles Starks and Erin Hampton presented the Policy Change Recommendations (Attachment #1) and there was discussion.

ACTION: Irwin Fisher made a motion to approve the revisions and additions to the Dress & Appearance Policy Change – Tattoos and the Pre-Employment Substance Abuse Testing as considered this date. The motion was seconded by Leigh Walton and approved unanimously by the committee.

Charles Starks and Brian Ivey provided an update on local hotels plans to reopen and there was discussion.

Charles Starks and Brian Ivey provided a Sales Update (Attachment #1) and there was discussion.

Charles Starks provided an update on Creating Safe Noteworthy Experiences (Attachment #1) and there was discussion.


With no additional business a motion was made to adjourn and with no objection the Marketing & Operations Committee of the CCA adjourned at 10:59 a.m.

Respectfully submitted,



Charles L. Starks
President & CEO
Convention Center Authority

Approved:



Irwin Fisher, Chair
CCA Marketing & Operations Committee
Meeting Minutes of June 24, 2020


MARKETING AND OPERATIONS COMMITTEE




June 24, 2020

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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.

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PROPOSED POLICY CHANGES



POLICY	RECOMMENDED CHANGE
Dress & Appearance Policy – Tattoos	Visible Tattoos will be permitted with specific guidelines.
Substance Abuse Policy	Pre employment testing to exclude screening for marijuana.


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DRESS & APPEARANCE POLICY CHANGE - TATTOOS




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COMPARISONS



PROPERTY	TATTOO POLICY
OMNI	Visible tattoos are permitted to be displayed in the workplace, with Executive Committee approval, within the following guidelines. Tattoos shall not refer to or depict obscene or graphic acts, nudity, profane language, discrimination, or intolerance against any race, religion, gender, national origin, legally protected class, or infer affiliation with group(s) advocating such beliefs. Tattoos outside of these limitations, found to cause conflict or are considered to be offensive to co-workers, guests, or vendors must be appropriately covered by clothing or other means. Tattoos on the face, head, neck, and throat are not permitted under any circumstances.
LOEWS VANDERBILT	Require that tattoos on hands/neck/face be covered; all others are permitted unless deemed inappropriate.
RENAISSANCE	Tattoos are permitted to be seen, except on the face and neck. If tattoos are on the neck or face, they must be covered by clothing, make up, or other coverings. Visible tattoos may not be offensive or contain nudity, profanity, and racial connotations.
WESTIN	Requires that tattoos on hands/neck/face be covered; all others are permitted unless deemed inappropriate.
JW MARRIOTT	No visible tattoos; tattoos that are acceptable are 3" X 3" on the ankle or foot.

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DRESS & APPEARANCE POLICY CHANGE - TATTOOS



- Our recommendation is to update the current Dress & Appearance Policy for Tattoos.
- Current tattoo language states **Visible tattoos must be covered.**
- Recommended language would be as follows: **Visible tattoos are permitted to be displayed in the workplace. Tattoos shall not refer to or depict obscene or graphic acts, display nudity, profane language, discrimination or intolerance against any race, religion, political affiliation, gender, national origin, legally protected classes, or infer affiliation with group(s) advocating such beliefs. Tattoos on the neck and throat must not be larger than the size of a quarter and should adhere to the guidelines above. Tattoos on the face and head will not be permitted under any circumstances.**

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SUBSTANCE ABUSE POLICY CHANGE



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COMPARISONS

PROPERTY	PRE EMPLOYMENT SUBSTANCE ABUSE TESTING
OMNI	No
LOEWS VANDERBILT	Yes, but excludes marijuana
RENAISSANCE	Yes, but excludes marijuana
WESTIN	No
JW MARRIOTT	Yes, includes marijuana

*13 Hotel Properties surveyed; 12 do not test for marijuana – sample properties provided above.

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SUBSTANCE ABUSE POLICY CHANGE

- Our recommendation is to update the current Substance Abuse Policy to remove testing for Marijuana from Pre Employment Screening.
- During the last year:
 - 7 job applicants tested positive for marijuana.
 - 19 job applicants refused to complete testing.
- Substance Abuse testing for post accident and reasonable suspicion would continue to include marijuana.

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SUBSTANCE ABUSE POLICY CHANGE

- Current language states: **Substance abuse testing for job applicants and team members will include a urinalysis screen for the following drugs: ***
 - Alcohol
 - Amphetamines
 - Cannabinoids
 - Cocaine
 - Phencyclidine
 - Opiates
- Recommended language would be as follows: **Substance abuse testing for job applicants will include a urinalysis screen for the following drugs: * (Removal of Cannabinoids)**
 - Alcohol
 - Amphetamines
 - Cocaine
 - Phencyclidine
 - Opiates

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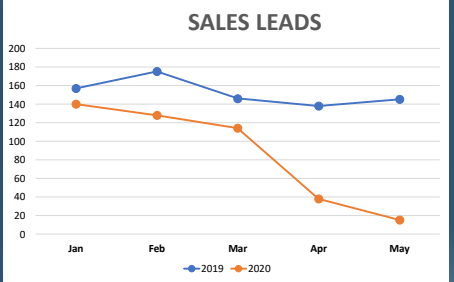
SALES UPDATE

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SALES LEADS

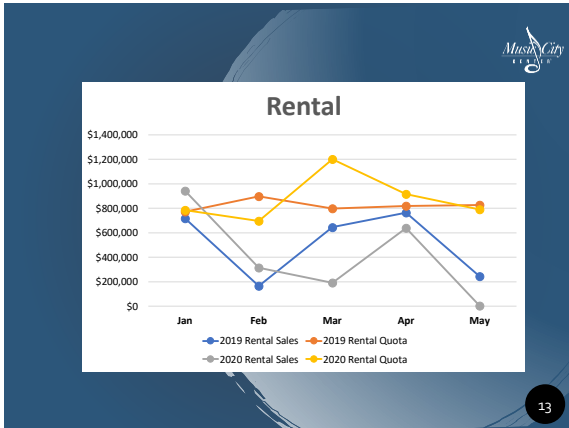


Month	2019	2020
Jan	160	140
Feb	175	130
Mar	150	115
Apr	145	40
May	150	20

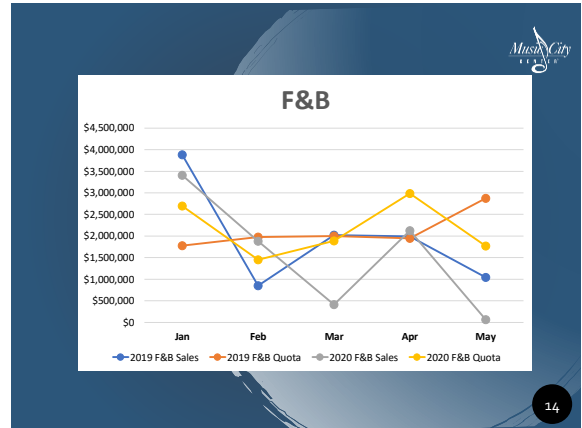
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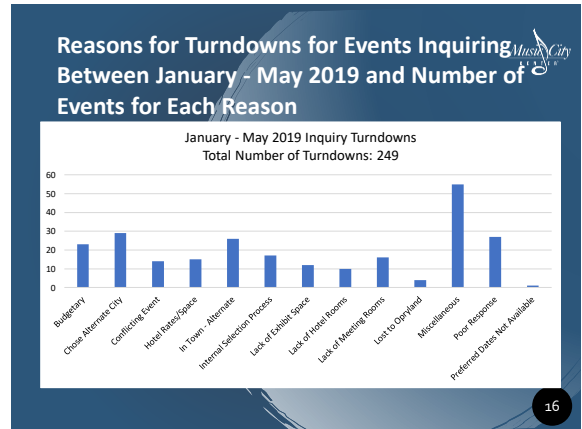
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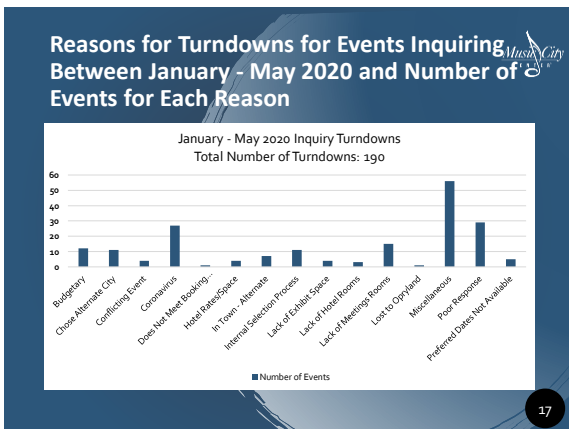
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TURNDOWNS

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- ## SHORT-TERM SALES OBJECTIVES
- Reach out to our current accounts to check in and see how they are doing during this time.
 - Reach out to our past events.
 - Solicit events that have not met at the MCC.
 - Solicit lost business events.
 - Continue to solicit all local non-profit accounts in Middle Tennessee.

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