

**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.

MARKETING & OPERATIONS COMMITTEE MEMBERS PRESENT: Irwin Fisher, Willie McDonald, Randy Rayburn, Luke Simons and Renata Soto

OTHERS PRESENT: Charles Starks, Charles Robert Bone, Heidi Runion, Brian Ivey, Mary Brette Wyly, 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.

Charles Starks discussed proposed changes to the Credit Card Policy (Attachment #4), and there was discussion.

ACTION: Luke Simons made a motion to approve the Credit Card Policy as considered this day. The motion was seconded by Willie McDonald and approved unanimously by the committee.

Charles Starks discussed proposed changes to the Travel Policy (Attachment #5), and there was discussion.

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

Brian Ivey gave an update on the Fiscal Year-to-Date Sales Report and there was discussion.

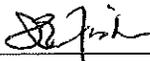
With no additional business a motion was made to adjourn and with no objection the Marketing & Operations Committee of the CCA adjourned at 11:51 a.m.

Respectfully submitted,



Charles L. Starks
President & CEO
Convention Center Authority

Approved:

 9.27.18

Irwin Fisher, Committee Chair
CCA Marketing & Operations Committee
Meeting Minutes of February 28, 2017



MARKETING & OPERATIONS COMMITTEE
FEBRUARY 28, 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.



Social Media

- Prohibiting disparaging comments as related to Convention Center Authority
- Engaging in social media posts regarding customers, vendors, and/or team members



Weapons Policy



CCA Credit Cards

- Moving from Metro program to CCA program



CCA Travel Policy

- Following State and Federal guidelines for meal reimbursements
- Allowing for meals on same-day travel exceeding 8 hours





Subject: Personnel Policies and Procedures

Title: Social Media Policy

Page: 1 of 3

Effective Date: October 1, 2013

Social Media Policy

PURPOSE:

The purpose of the Social Media Policy is:

- To guarantee a constructive relationship the Convention Center Authority and its team members;
- To manage risk and protect the company's positive reputation;
- To discourage the use of company time for personal social media activities;
- And to promote awareness among team members of the number of individuals who can access information presented on social networking sites.

ACCOUNTABILITY:

By direction of the President/CEO, through the Vice President of Human Resources and respective supervisors shall ensure compliance with this policy and procedure.

DEFINITIONS:

Social Media - Also called Social Networking, is defined as any activity that involves interaction in online communities. This interaction includes, but is not limited to, browsing profiles and photos, reading messages sent through social networking forums, and participating in instant messaging services.

Social Networking Sites - Any website that links individuals electronically and provides a forum where users can connect and share information. These websites can be tailored to specific interests or to certain types of users. Examples of popular social networking sites include: Facebook, Twitter, LinkedIn, MySpace, Instagram, Flickr, Friendster, Classmates.com, and Xanga. The list of social networking sites is constantly growing and changing because of the nature of the Web.

Social Networking Profile - A user's personalized page within a specific social networking site, usually containing personal information such as name, birthday, photo and interests.

Micro-blogging - The practice of publishing your recent whereabouts, thoughts or activities on a social networking site for other users to see. While not all social networking sites use micro-blogging, this is a primary focus of sites such as Twitter and Facebook.

Business Purposes - Using a social networking site for the company's gain, usually as a task or assignment given by a manager or supervisor. This is done either through a specific company account on a given social networking site or through a personal account set up for the purposes of recruiting or marketing for the company.

Working Hours - Includes any time team members are being paid to conduct company business.

POLICY:

The Convention Center Authority is committed to maintaining a good relationship with its team members and the marketplace. The way the public views the Convention Center Authority is vital to maintaining business, gaining new business, retaining first-class team members, recruiting new team members, and marketing its services.

While the Convention Center Authority has no intention of controlling team member actions outside of work, team members should practice caution and use discretion when posting content on the Web. Team members have the right to use social media for personal expression on their own time and the Convention Center Authority will not violate team member privacy by attempting to access content that has not been made available publicly. This policy serves as a notice on the practice of social networking for all team members to read and understand. Team Members are expected to use good judgment while participating in social networking. As a reminder any content placed on the web is available for anyone to see for an indefinite length of time. Any time that team members identify themselves as being a team member of and/or associated with the Convention Center Authority, this policy applies to his/her internet activities. As more concerns develop and legislation is released, this policy is subject to change.

Prohibited Use

It is important that team members use his or her time at work for business purposes. Team members are not blocked from access to social networking sites on computers because, under some circumstances, social networking is a powerful business tool that can be channeled to gain positive publicity for the company and to connect with clients. However, access to such websites should follow company policy. The following actions are prohibited during working hours:

- Using social networking sites to conduct personal or non-company business with a company computer or device.
- Browsing social networking sites for non-company business on company time with a company computer or device.
- Reading email alerts regarding personal social networking account activity or using email to correspond with personal social networking contacts.

- Updating information, uploading photos or otherwise engaging with one's personal social networking profile for non-business purposes with a company computer or device.
- Micro-blogging for a non-business purpose on a social networking site throughout the day, whether or not it is on a company-provided computer.

Prohibited Conduct

Having your own individual social networking account and using it on your own time is certainly permissible. However, keep in mind that some actions on your personal site are visible for the entire social networking community and may no longer be considered private matters. The Convention Center Authority put in place a set of conduct guidelines to protect its brand and prevent the unwanted disclosure of confidential information. The following items are prohibited and may lead to disciplinary action up to and including termination.

Please follow these guidelines:

- Do not use micro-blogging features to disclose trade secrets, publish internal reports, provide tips based on inside information, or participate in other activities that may be considered insider trading.
- We urge you to consider resolving workplace grievances internally. If you choose to address a grievance using social media, refrain from posting comments and materials that could be viewed as malicious, obscene, threatening, intimidating, or that could create a hostile environment on the basis of race, sex, disability, religion or any other status protected by law.
- Refrain from posting any reckless or maliciously untrue comments. These communications may not be protected by law.
- Do not create any Internet activity, posting, or content or use social media in any way that disparages the Convention Center Authority's operations, products, services, team members or former team members.
- Do not engage in or reference any social media regarding any past, present, or future customer, vendor, and/or team member, regardless of where the post or comment initiated.

Conclusion

As stated above, the purpose of this policy is to protect the brand and prevent the disclosure of the Convention Center Authority's confidential information. It is not the company's intent to interfere with its team members' legal rights. Whenever state or federal law governs an area of social media participation, the Convention Center Authority's policies should be interpreted as to comply with them.

Subject: Personnel Policies and Procedures
Title: Weapons in the Workplace
Page: 1 of 1
Effective Date: February 28, 2017

Weapons in the Workplace

PURPOSE:

The purpose of this policy is to inform team member of the guidelines for weapons in the workplace.

ACCOUNTABILITY:

By direction of the President/CEO, through the Vice President of Human Resources and respective supervisors shall ensure compliance with the policy and procedure.

POLICY:

Weapons of any kind are not permitted on the Convention Center Authority property, including any and all buildings and grounds. Team Members who bring weapons on to the premises will be subject to discipline, up to and including termination.

Under Tennessee law, team members who have valid handgun carry permits are allowed to bring the weapon covered by that permit and ammunition on to the Convention Center Authority parking lot provided that the permitted weapon is kept in the team member's locked vehicle while it is parked on the premises and so long as the weapon is not visible and is locked in the trunk, glove box or gun safe if the vehicle is not occupied. The weapon may not be removed from the vehicle while it is on the Convention Center Authority's property.

The Convention Center Authority reserves the right to require any team member to advise it if a firearm is brought onto its property in a vehicle and to provide proof that the team member has a valid handgun carry permit in order to meet this exception.

Subject: Personnel Policies and Procedures
Title: CCA Credit Cards
Effective Date: February 28, 2017

Page: 1 of 3

Purpose:

To establish uniform guidelines governing the issuance and use of credit cards to make purchases on behalf of The Convention Center Authority of the Metropolitan Government of Nashville and Davidson County.

Definitions:

Credit Card - A mechanism that enables authorized Convention Center Authority cardholders to utilize a charge card to transact business as detailed below.

Cardholder - A cardholder is an individual approved by the President & CEO to make purchases utilizing the credit card.

Credit Card Administrator - The Credit Card Administrator is the individual authorized to administer the credit card program. The Director of Finance serves as credit card administrator.

Card Holder Agreement - A document signed by each Cardholder prior to receiving a credit card. This agreement outlines the Cardholder's responsibilities and monthly process for reconciliation, documentation, and reporting.

Meals & Incidentals (M&I) – Reimbursable expenses incurred during official travel status. This includes food and miscellaneous costs associated with travel such as tips for baggage handling or housekeeping service, phone calls, etc. These expenses may be reimbursed through submission of a travel expense report and **cannot** be charged to the CCA credit card.

General Policies:

a) The credit card can be used to purchase and make payment for *approved transactions only* including travel and related costs (airlines, hotels, car rentals, client entertainment, food (excluding M&I), and ancillary items), petty cash type purchases, conference registrations, subscriptions, memberships and emergency purchases. **NOTE: All purchases are subject to established purchasing regulations. The credit card is not a payment/purchasing card and is not to be used for routine procurements from contracted suppliers.**

b) All cardholders shall comply with directives for reconciling charges to the card at the end of each month as directed by the cardholder agreement

Card Authorization

a) Only the team member whose name is embossed on a credit card may authorize use of the card. No other person is authorized to use the card. The use of the card shall not be delegated to any other person. Cardholder shall use the credit card for Convention Center Authority business purchases only.

c) All cardholders should keep credit cards secure at all times.

Expectations Of Cardholders

a) All potential cardholders must receive training on the allowable use of the credit card by the Card Administrator or designee before being issued a card. Such training must be documented and maintained in the cardholder file in the card administrator's office. No credit card shall be issued to any individual unless the prospective cardholder has received proper training and signed the Cardholder Agreement.

b) Cardholders should collect and maintain proper sales receipts and invoices to support all charges. Proper sales receipts should include adequate description of the items purchased and the individual benefiting (when applicable). Credit card charge slips are not sufficient support.

c) Use of the credit card for personal expenses is a misappropriation of funds. Any use of the credit card for personal expenses may result in cancellation of the card and may result in disciplinary action.

d) Cardholders are also responsible for identifying and disputing erroneous charges as specified in the cardholder agreement.

e) Cardholders should not pay Tennessee sales tax whenever possible.

Limits

All cardholders shall observe the authorized transaction limits and monthly credit limits as established by the Cardholder Agreement. No cardholder should exceed the authorized limits.

Prohibited Uses

- a) When it is necessary to use the card for payment for a planned office event, the cardholder should ensure that there is proper documentation, approved by the President & CEO, COO, Credit Card Administrator or their designee authorizing the use of the card.
- b) The credit card shall not be used for cash advances or to make payment of any transactions normally prohibited through the use of payment vouchers.
- c) The credit card shall not be used to circumvent the procurement process.
- d) Cardholders may not enter into installment agreements to charge the credit card for multiple payments for an individual purchase. Installment agreements include long term rentals, leases, installment purchase contracts and any other agreement causing multiple charges to the credit card for a single transaction.
- e) Recurring charges should be avoided whenever possible. If it is necessary for a vendor to hold a card number on file for recurring charges, it must be documented and approved in advance by the President & CEO or Credit Card Administrator.

Documentation Requirements

- a) Cardholders are personally liable for all charges to their assigned card. Cardholders should ensure that there is sufficient documentation to support all charges and payments made with the credit cards.
- b) When charges for meals at local restaurants are necessary, the cardholder shall maintain detailed documentation to justify the charges. The documentation will at a minimum include detailed information such as the list of individuals that participated/attended the meeting/luncheon, and the general business purpose of the meeting and meal.
- c) Charges for stay at local hotels must include detailed information documenting the list of individuals that stayed at the hotel and the business purpose for the local hotel stay.
- d) Each charge shall be reviewed and approved by the President & CEO and Director of Finance or their designee.
- f) Disregard for the requirements of this policy will lead to cancellation of card and/or other disciplinary measures.

The President and CEO and Credit Card Administrator shall have the authority to grant exceptions from any part or all of this policy, when deemed appropriate for a team member or group of team members of Convention Center Authority, except to the extent that the policy is required by applicable law or other regulations not subject to the authority of the Convention Center Authority,.

Subject: Personnel Policies and Procedures
Title: CCA Travel
Effective Date: February 28, 2017

Page: 1 of 5

Travel Authorization

PURPOSE:

The purpose of this policy is to establish guidelines for payment of travel expenses incurred by both Convention Center Authority team members and non-Convention Center Authority team members while conducting official Convention Center Authority business.

ACCOUNTABILITY:

By direction of the President/CEO, through the Director of Finance and respective supervisors shall ensure compliance with this policy and procedure.

Definitions:

CONUS – Database maintained by the United States General Services Administration within the Continental United States (CONUS) that lists various rates for different cities.
<https://www.gsa.gov/portal/content/104877>

In-State Travel – Travel with a starting point and ending destination within the boundaries of the State of Tennessee. The department head or President & CEO is authorized to approve all in-state travel.

Meals & Incidentals (M&I) – Reimbursable expenses incurred during official travel status. This includes food and miscellaneous costs associated with travel such as tips for baggage handling or housekeeping service, phone calls, etc.

Official Station - The location from which the team member performs the major portion of his/her assigned duties or the work station closest to a team member's residence for team members with multiple work stations. The residence of the team member becomes the official station for a team member required to be on call or for team members who leave from their residence to begin travel for Convention Center Authority.

Out-of-State Travel – Travel where the ending destination is outside of the boundaries of the State of Tennessee. All out-of-state travel is approved by the President/CEO after it is approved by the department head.

Rand McNally Point to Point Mileage – Database owned by Rand McNally for obtaining driving directions and calculating the distance between the starting and ending destinations. http://maps.randmcnally.com/mileage_calculator

Travel Application – Convention Center Authority’s travel application system for travel authorization requests.

Travel Procedures – Detailed guidelines that describe the processes, forms, and Internet and Intranet links to enable team members who travel while conducting business for Convention Center Authority to comply with this travel policy.

Travel Reimbursement – Repayment for out-of-pocket expenses for persons traveling while performing business for Convention Center Authority.

POLICY:

As a team member of the Convention Center Authority, you may be required to travel in order to fulfill your employment responsibilities. This document is designed to help you become familiar with the Convention Center Authority’s policies and procedures for employment related travel and expense reimbursement.

Team members in travel status are expected to exercise good judgment when incurring travel expenses. It is the responsibility of each individual incurring such expenses to comply with the Convention Center Authorities’ policies and procedures. A team member is reimbursed for reasonable and necessary travel expenses actually incurred in the performance of official duties in accordance with the policies and procedures described in this document. Deliberate disregard of this policy while traveling on official business or filing an intentionally misleading or fraudulent travel reimbursement claim is grounds for disciplinary action, up to and including termination.

General Practices

- All travel must be authorized in advance by the proper departmental authority.
- Reimbursement for travel is based upon the most direct or expeditious route possible. Team members traveling by an indirect route assume any extra expense incurred.
- Out-of-state and in-state travel authorization requests, rental car requests and CCA vehicle requests are submitted through the online travel application.
<http://im.nashville.org/finance/travel/index.asp>
- Receipts are required for all travel purchases over \$25 with the exception of M&I as described below.
- Receipts are required for all fees for the handling of conference and meeting materials and/or equipment.
- Authorization to take advantage of travel savings is granted to team members when an overall net cost savings to the Convention Center Authority would result from a team member going outside the limitations of this policy. This option can only be exercised at the convenience of the Convention Center Authority. Complete

documentation of the cost savings calculation is included in the travel authorization process.

- The department director or President & CEO is responsible for establishing the official station of the team member.

Travel Expenses:

- Convention Center Authority team members can use the Convention Center Authority credit card or their personal funds to pay for travel related expenses.
 - Charges made on Convention Center Authority credit cards shall be made in accordance with the CCA credit card policies and procedures and with this travel policy.
 - Convention Center Authority team members who do not have a Convention Center Authority credit card may book all major travel expenses through a designated departmental credit card holder. This includes airfare, hotels, rental cars, conference registrations and similar expenses. Alternatively, the traveler can use personal funds for major expenses, and then follow the travel expense reimbursement policy upon return.
- If the traveler does not have a Convention Center Authority credit card, they may request a travel advance if using their own funds would create a hardship.
- If the traveler uses personal funds during the trip for meals, ground transportation and similar minor expenses they shall follow the procedure for travel expense reimbursement upon return.
- The team member must submit a travel expense report within 30 days of return, along with all the required receipts and backup documentation, regardless of whether he/she is due reimbursement from the Convention Center Authority.

Telecommunications Costs:

- Local phone calls, FAX charges and long distance calls are reimbursed through the daily M&I per diem described below.

If a traveling team member must pay for internet access to perform Convention Center Authority business, those charges may be reimbursed, provided that the team member submits a receipt showing the location, date, and rate paid for internet access.

Transportation:

- Reservations for all air travel are the responsibility of each department.
- Whenever practical, take advantage of discount fares and advance booking and fares that do not exceed the regular tourist or coach fares offered to the general public unless the required flight is sold out at the time of booking in tourist or coach.
- Reasonable fares for taxi service, ride share companies, bus, limousine, or light rail service to or from airports, hotels, customer events, meeting locations or purpose of travel are allowed
- If travel is by air, the team member is reimbursed the allowable mileage reimbursement for one round trip from the team member's official work station (or residence on weekends/evenings) and airport parking(excluding valet); or the cost

of one round trip taxi, ride share company, bus, limousine, or light rail service from the team member's official work station (or residence on weekends/evenings) if the fare is lesser than mileage and airport parking; or the appropriate mileage reimbursement for two round trips from the team member's official workstation or residence when dropped off at the airport.

- Reasonable tolls, ferry fees, and parking charges will be allowed when necessary.
- Advance authorization from the Director of Finance or the President/CEO is secured before renting a car, whether for in-state or out-of-state travel. Team member must have completed defensive driving classes prior to renting a car.
- Convention Center Authority owned vehicles will be used for out-of-county travel when practical.
- Physical damage insurance with a deductible (collision and comprehensive) is purchased when renting a vehicle for official business. A copy of the rental authorization form, a copy of the rental contract and an itemized receipt must be attached to the travel claim.
- Whenever possible, team members refuel before returning the rented vehicle.

Mileage Reimbursement

- The standard mileage reimbursement rate used by the Convention Center Authority is established by the United States General Services Administration. Only mileage on official Convention Center Authority business is claimed for reimbursement. Mileage published by Rand-McNally (starting point and destination) for out-of-state routes is regarded as official. Reasonable mileage incurred while at the destination is also allowed.
- Procedures for calculating mileage are based on the fact that the Convention Center Authority does not reimburse team members for normal commuting mileage.
 - If a team member begins or ends a trip at his/her official station, reimbursable mileage will be the mileage from the official station to the destination.
 - If work is performed by a team member in route to or from his/her official station, reimbursable mileage is computed by deducting the team member's normal commuting mileage from the actual mileage driven.
- If a team member begins or ends his/her trip at his/her residence without stopping at his/her official station, reimbursable mileage will be the lesser of the mileage from the team member's residence to his/her destination or his/her official station to the destination.
- If a team member travels between destinations without returning to his/her official station or his/her residence, reimbursable mileage is the actual mileage between those destinations.

Driver's Liability

- Team Members driving any non-Convention Center Authority vehicle on official business are responsible for having liability insurance that meets all the

requirements of applicable state law and must have completed the defensive driving course prior to use.

- When team members use their personal vehicle for official business, their personal auto coverage is primary up to limits of their policies. The Convention Center Authority's insurance program is secondary up to the limits of the Governmental Tort Liability Act. In the event of an accident that results in damage to an team member's personal vehicle, the team member is responsible for that damage.

Lodging:

- The maximum lodging reimbursement rates for out-of-state and in-state travel are the same as those maintained by the United States General Services Administration within the continental United States (CONUS). The CONUS list contains a maximum reimbursement rate for lodging.
- The team member is reimbursed for actual lodging costs incurred up to the applicable maximum CONUS lodging rate plus taxes and surcharges. Lodging receipts are required and team members itemize room charges, taxes by date, and surcharges. If the hotel required for customer travel or convention rate exceeds the maximum reimbursement rate and is documented by convention information or customer location, a higher reimbursement rate is allowed.
- If a room is shared with someone other than a Convention Center Authority team member, actual costs subject to the applicable maximum CONUS lodging rate applies. In the event of double occupancy for Convention Center Authority team members on official travel, both team members attach an explanation to his/her travel claim detailing dates and other team members with whom the room was shared. The lodging cost may be claimed by the team member who incurred the cost, or one half the double occupancy charges may be claimed by each team member.

Per Diem Rates for Meals and Incidentals:

- M&I expenses may not be charged on a Convention Center Authority credit card.
- The maximum per diem rates include a fixed allowance for meals and incidental expenses (M&I). The M & I rate, or fraction thereof, is payable to the traveler without itemization of expenses or receipts. Incidentals are intended to include miscellaneous costs associated with travel such as tips for baggage handling or housekeeping service, phone calls to home, etc. Generally, the applicable maximum per diem rate for each calendar day of travel shall be determined by the location of lodging for the traveler.
- The per diem rates for meals and incidentals are established on the Reimbursement Rate Schedule. The M & I rates for out-of-state travel are the same as those for federal team members, and are available on the General Services Administration's

web site. As with lodging, there is a standard rate for the continental United States (CONUS), and a list of exceptions. Please note that these rates may change effective October 1 of each year.

- Reimbursement for meals and incidentals for the day of departure shall be 75% of the appropriate M & I rate (either the in-state rate or CONUS rate for out-of-state travel) at the rate prescribed for the lodging location. Reimbursement for M & I for the day of return shall be 75% of the M & I rate applicable to the preceding calendar day.
- Reimbursement for a single meal (or meals) for team members on one-day travel status will be permitted if the team member is required to spend greater than eight hours away from their work station. They will be reimbursed up to 75% of the daily allowance based on the meal period for which they were out of town.
- While on travel status, if any full meal is provided as part of a training session or conference, the team member should deduct the cost of those meals from the per diem for that day, using the schedule on the GSA website. This also applies to the day of departure and the day of return. In those instances where all meals are provided, only the incidental rate should be claimed.
- While on travel status if any full meal is included as a part of a client entertainment event, that meal should be deducted from the per diem for that day using the schedule on the GSA website.