



Tennessee Sports Hall of Fame  
501 Broadway  
Nashville, TN 37203  
(615) 242-4750

**Minutes**  
**Tennessee Sports Hall of Fame Meeting**  
**September 10, 2020**

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The Tennessee Sports Hall of Fame (“TNSHOF”) met this day at 11:00 AM CT for a meeting, electronic only, hosted via Zoom with available call-in numbers. Notice being given seven (7) days prior on the TNSHOF website and Facebook page. The meeting was called to order at 11:02 AM CT by Mark Ezell. Roll was called and a quorum was established, with the following members present.

**MEMBERS PRESENT**

Julie Bennett  
Keith Boring  
Lisa Campbell  
Scott Carter  
Marianne Dunavant  
Mark Ezell  
Phillip Fulmer  
Harold Graeter

Kenny Hawkins  
Brad Lampley  
Missy Marshall  
Chris Massaro  
Art Sparks  
Kyle Spurgeon  
Candice Storey Lee  
Chris Wampler

**MEMBERS ABSENT**

Dane Bradshaw  
Harold Byrd  
Shan Foster

**GUESTS PRESENT**

Andi Grindley, Department of Tourist Development, Outreach Projects Coordinator  
Dawn Grooms, Department of Tourist Development, Business Manager  
Rob Sherrill, Department of Tourist Development, Director of Special Projects  
Alicia C. B. Widrig, Department of Tourist Development, General Counsel & Attorney for the Board  
Brad Willis, TNSHoF, Executive Director

**AGENDA**

**Welcome**, Ezell

Welcome and Call to Order.

**Housekeeping**

- Widrig asked if any guests were on the call that may wish to be recognized. Hearing none, the meeting proceeded.
- In light of Governor Lee's Executive Order 16, the Board determines it is essential to conduct business electronically to prevent the spread of COVID-19 as members reside across the State. This determination will be documented in the meeting Minutes. Additionally, as exempted through Executive Order 60, a Statement of Necessity will not be filed with the Secretary of State's Office following the meeting.
- Approved the July 2, 2020 Minutes of the TNSHOF without a reading, as the Minutes were provided to members in advance of the meeting. Motion, by Graeter with second by Dunavant. No discussion. All voted in favor, none opposed. Motion carries with all members voting who were on the call.

### **Financials, Grooms**

- The financial document was provided with the Agenda.
- The 2019 Audit Exit Conference was conducted, and they will not send a physical report, but one will be provided electronically and posted on the Comptroller of the Treasury's website.
- Motion. Graeter, motion to accept the financial report with second by Massaro. No discussion. All in favor with none opposed. Motion carries with all members voting who were on the call.

### **New Business/Discussion Items, Willis**

#### 1. Welcome New Board Members, Ezell

- Candice Storey Lee, Currently serves Vanderbilt as the Vice Chancellor for Athletics and University Affairs as well as Athletic Director. Storey Lee is Vanderbilt's first female athletic director and the first African American woman to head a Southeastern Conference athletic program. Storey Lee accepted the Governor's appointment to the Board. Thank you for all you have done for the city and state through your leadership roles and welcome to the team.
- Harold Byrd, Byrd could not be on the call today but to give a brief introduction. Byrd serves as President for the Bank of Bartlett. Byrd is a graduate of University of Memphis. He served District 99 as a member of the Tennessee House of Representatives for three (3) terms. Will do a proper welcome when Byrd is able to attend.

#### 2. Televised Induction Recap, Willis.

- The virtual induction took place across the state on Saturday and Sunday, August 29 and 30, 2020. Received interest from PBS following the airing the induction that they would be interested in carrying. The message of supporting the Hall does not expire. In addition to the on-air program, 12,000 viewed the program online on August 29 through periscope live stream. Also, the program is on YouTube linked from the Hall's website. Most of the TV Stations that carried the program are not Nielsen rated but the Stations are working toward getting viewership data. Preliminary numbers are 3000 in Tri-cities and 4000 in Knoxville. While don't want to presume everything will go back to normal by next June, but the opportunity is there to produce a TV Special after the induction to have in-house audience and then a state-wide audience push. By creating relationships

with the TV affiliates then can utilize the ability to go back and keep 3-4 minutes to have a revenue generating program with an in-person banquet. Born out of necessity but hope it will work to the Hall's benefit.

- Any questions about Program before getting into the revenue-generated?
  - Willis, The new content will also be available for use in the Hall Museum to play in the theater.
  - Dunavant, Have a contact with the TN PBS affiliate and will connect Willis. Very well done, and proud of Willis. Program was beautiful.
  - Willis, Was a great representation of the class and if it can live on for a while will look for every opportunity to do that.

### 3. Revenue Breakdown, Willis, Discussing Profit & Loss (P&L) statement as attached to the Meeting Invite.

- To date, \$118,829 was raised and with the TV Special being the only significant revenue generator. Within the P&L expenses are also listed but some expenses will not go against the line as TDTD picked up some of those. Every sponsorship that was turned into a donation or sponsorship of an award is noted. Currently there is a net profit of \$78,000.00.
- Ezell, TDTD worked on getting funding from CARES Act. Being part of the Economic Recovery Group was getting inside to see other state criteria and from that I approached Willis about potential efforts.
- Open for comments:
  - Bennett, Thank you, for thinking of ways to do business differently. We could have punted and one zero and wanted to express thanks for taking this on.
  - Fulmer, Echo those remarks. The Inductees and Honorees were very pleased with the effort and production.
  - Graeter, Statewide impact is great than anything ever put on. To be able to have branding and state-wide exposure is probably the best ever. Great TV!
  - Willis, When took over this role, those he interacted with knew there was an organization but didn't know there was a Museum and during the TV special the Hall just jumped off the screen.
  - Campbell, Congratulations to Brad! Just so thrilled, what a rabbit out of hat.
  - Willis, Going back to what Fulmer said, wanted to make sure Inductees were not slighted. Sent trophies, programs and talked with most and the feedback was that they were pleased that they could get their family together and watch as a group. Will get them involved when able to have an in-person banquet.
- Ezell, Good news is have not touched money from the department from two (2) years ago. The organization will need more than \$100,000 in fundraising to run. Working through and tasking Willis (though COVID setback) to set up giving clubs and groups that donate and agree to sponsorships. Still in solid shape for next year after expenses.

4. Officer Appointments Discussion, Willis, Now moved past the 2020 Class Induction, need to start to think about the process of Board Officers as move forward. Positions were voted upon in April 2019 at two (2) year terms. Wanted to give the Board an opportunity to think of those roles. The current occupants can serve in those terms again if willing and elected. In the coming weeks will discuss and vote. If interested the open positions will be Chair and Co-Chair.

### 5. Executive Director Title Discussion

- Ezell, Perfect time to move up the 8<sup>th</sup> item on the Agenda, in talking about the changes in legislation now allow the Board to rename Willis' title. Previously could not call Willis the Executive Director but now the Board can determine the appropriate title to be given.
- Motion, Campbell, Motion to change Willis' title from Chief Advancement & Operations Officer to Executive Director. Dunavant with second. No discussion. All in favor with none opposed. Motion carries with all members voting who were on the call.
- Ezell, What will be very important is to build subcommittees that can help channel and stay focused.

6. Subcommittee & Policy Meeting Setting Discussion, Willis, Asking all members to be part of the committees and will provide a roster of all committees following the meeting. When look at the work of Fulmer and Campbell, Graeter and Massaro those on the Development Committee and Chairs are great examples of the difference that can be made that will suit their strengths. Will be setting meetings in the next couple of weeks, for Personnel & Outreach to review policies created by TDTD legal (Human Resources, Internship and Museum Collections). Will want member input on the various policies and then will refine for full board approval in order to flesh out how the board will look like in its new form.

- Questions:
  - Fulmer, Enjoyed the two (2) years and thank you to Willis and the Board. This was a vision of Ezell's and pushed it and pushed it through for the state and for the people of the state. Been fun looking forward to bigger and better things with an excellent leader in Willis and a better foundation.

7. Fundraising Merchandise, Willis, Last item for the group, want to get feedback on with closing out the year when trying to incentivize. Met with a company called Visual Effects, they can produce hats and polos, etc. on an as-needed basis. Will continue to talk to additional vendors. Wanted to introduce the idea – cost involved with donation. Don't have much to offer for someone to become a member – creates a loss for every donation at a certain level. What will donate vs. what will pay out, for example, if Hall member sends in \$200 donation and then provide a hat and polo will lose \$37 of that donation. But would create opportunities to give and receive something back. Discussion:

- Dunavant, Think it's a great idea and gets more folks involved on an affordable level.
- Graeter, Like the idea and concept, but would want apparel to be a good quality. Want someone to receive it and feel good about it and want to wear it. We don't want it to end up in a drawer.
- Ezell, No other discussion. Can entertain a Motion, to allow Willis to pursue fundraising merchandise and set in place. Motion by Dunavant, second from Bennett. All in favor with none opposed. Motion carries with all members voting who were on the call.
- Sparks, Could we ask Athletic Directors and pro-teams to play just a short clip of the Hall's Induction Special before their games. Would give great exposure.
- Marshall, Willis to contact because her organization Keep TN Beautiful worked with Hope Promise encouraging students and have been a sponsor of TSSAA. Brainstorm ways to partner and see what benefits of being a member of the Hall and doing outreach to high school athletes.

Ezell, Anything else for the good of the order. Hearing none, thank you all - meeting is adjourned at 12:00 PM CT.

Approved:

January 7, 2021

Date

*Alicia C. B. Widrig*

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Alicia C. B. Widrig  
Attorney for the TNSHOF, acting Secretary  
Department of Tourist Development

TENNESSEE SPORTS HALL OF FAME  
STATEMENTS OF NET POSITION  
AUGUST 31, 2020, AND DECEMBER 31, 2019

	2020	2019
<b><u>ASSETS</u></b>		
Current assets		
Cash (Note 2)	\$ 239,750	\$ 237,720
Investments (Note 2)	-	-
Receivables	8,501	11,605
Interest Income Receivable	-	-
Inventory	-	-
Prepaid expenses	-	-
Total current assets	248,251	249,325
Noncurrent assets		
Capital assets, Net (Note 3)	342,155	339,195
Total noncurrent assets	342,155	339,195
Total assets	590,406	588,520
<b><u>LIABILITIES</u></b>		
Current liabilities		
Accounts payable	6,333	-
Unearned revenue	65,354	65,354
Total liabilities	71,687	65,354
<b><u>NET POSITION</u></b>		
Investment in capital assets	342,155	339,195
Restricted for:		
Expendable:		
Scholarships		
Museum Exhibits	78	78
Unrestricted	176,485	183,893
Total net position	\$ 518,719	\$ 523,166

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TENNESSEE SPORTS HALL OF FAME  
STATEMENTS OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION  
FOR THE PERIODS ENDED AUGUST 31, 2020, AND DECEMBER 31, 2019

	2020	2019
<u>OPERATING REVENUES</u>		
Membership dues	\$ -	\$ 150
Banquet revenue	68,750	301,737
Golf tournament	-	-
Knoxville Fundraiser	-	-
Contributions	28,537	72,615
Museum ticket sales	118	4,160
Total operating revenues	<u>97,405</u>	<u>378,662</u>
<u>OPERATING EXPENSES</u>		
Banquet	15,248	169,387
General and administrative	72,050	76,084
Golf tournament	-	-
Legislative Event	-	-
Knoxville Fundraiser	-	-
Hall of fame museum	15,289	74,243
Total operating expenses	<u>102,587</u>	<u>319,714</u>
Operating gain/(loss)	<u>(5,183)</u>	<u>58,948</u>
<u>NONOPERATING REVENUES</u>		
Gifts received for scholarship fund	5,000	5,000
Interest income	736	2,684
Grant revenue	-	-
Net nonoperating revenues	<u>5,736</u>	<u>7,684</u>
<u>NONOPERATING EXPENSES</u>		
Transfer of scholarship account	-	-
Gifts to scholarship fund	5,000	10,000
Gain/(loss) before other revenues	<u>(4,447)</u>	<u>56,632</u>
Additions to permanent endowment	-	-
Increase/(Decrease) in net position	(4,447)	56,632
Total net position, January 1	<u>523,166</u>	<u>466,534</u>
Total net position, December 31	<u>\$ 518,719</u>	<u>\$ 523,166</u>

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TENNESSEE SPORTS HALL OF FAME  
STATEMENTS OF CASH FLOWS  
FOR THE PERIODS ENDED AUGUST 31, 2020, AND DECEMBER 31, 2019

	2020	2019
<b><u>CASH FLOWS FROM OPERATING ACTIVITIES</u></b>		
Receipts from customers	\$ 105,509	\$ 368,052
Payments to suppliers	(27,491)	(205,744)
Payments to employee and contractor	(61,313)	(54,349)
Net cash provided by (used for) operating activities	<u>16,704</u>	<u>107,959</u>
<b><u>CASH FLOWS FROM NONCAPITAL FINANCING ACTIVITIES</u></b>		
Gifts received for scholarship fund	5,000	5,000
Gifts paid to scholarship fund	(5,000)	(10,000)
Net cash provided by (used for) noncapital financing activities	-	(5,000)
<b><u>CASH FLOWS FROM CAPITAL AND RELATED ACTIVITIES</u></b>		
Purchases of capital assets	-	(15,940)
Net cash used by capital and related activities	-	(15,940)
<b><u>CASH FLOWS FROM INVESTING ACTIVITIES</u></b>		
Interest received	736	2,684
Investment purchases	-	-
Proceeds from maturities of investments	-	-
Net cash provided by investing activities	<u>736</u>	<u>2,684</u>
Net increase (decrease) in cash and cash equivalents	<u>17,440</u>	<u>89,703</u>
Cash and cash equivalents, January 1	<u>237,720</u>	<u>148,017</u>
Cash and cash equivalents, December 31	<u>\$ 239,750</u>	<u>\$ 237,720</u>
<b><u>RECONCILIATION OF OPERATING GAIN(LOSS) TO NET CASH PROVIDED BY (USED FOR) OPERATING ACTIVITIES</u></b>		
Operating gain (loss)	(5,183)	58,948
Adjustments to reconcile operating gain (loss) to net cash provided by (used for) operating activities		
Depreciation expense	13,095	59,966
Decrease (increase) in accounts receivable	3,104	(10,610)
Decrease in inventory	-	288
Decrease in prepaid expenses	-	2,500
Increase (decrease) in accounts payable	(6,333)	(3,133)
Increase (decrease) in unearned revenue	-	-
Net cash provided by (used for) operating activities:	<u>\$ 4,683</u>	<u>\$ 107,959</u>

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## Revenue

<b>Sponsors</b>	TN Titans		\$	20,000.00
	Pilot		\$	10,000.00
	Delta Dental		\$	5,000.00
	Tennessee Athletics		\$	5,000.00
	Alexander Thompson Arnold		\$	5,000.00
	Jasper Highlands		\$	5,000.00
	Nashville Predators		\$	5,000.00
	TN Golf Foundation		\$	5,000.00
	Mark Ezell		\$	5,000.00
	Lisa Campbell		\$	5,000.00
	Farm Bureau Health Plans		\$	2,500.00
	Adams and Reese		\$	1,500.00
	Kyle Spurgeon		\$	1,500.00
	Curb Entertainment		\$	1,500.00
	Chris Wampler		\$	500.00
			\$	<u>77,500.00</u>

<b>Ads</b>	Full Page Ad	\$ 2,000.00	9	\$	18,000.00
	Half Page Ad	\$ 1,250.00	3	\$	3,750.00
				\$	<u>21,750.00</u>

<b>Donations</b>		\$	12,286.73
<b>Silent Auction</b>		\$	7,293.00

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<b>Grand Total Revenue</b>		\$	<b>118,829.73</b>
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## Expenditures

<b>Profile Videos</b>	5960
<b>Closed Captioning</b>	315
<b>Online Auction Costs</b>	1485
<b>Programs</b>	3252
<b>Trophies</b>	1997.91
<b>Banners</b>	2042
<b>TV Special Production</b>	9425
Cumulus Nashville Radio	2000
Nashville TV	2500
Chattanooga TV	2500
Jackson TV	2000
Memphis TV	2500
Knoxville TV	2500
Johnson City TV	2500

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<b>Grand Total Expenditures</b>		\$	<b>40,976.91</b>
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<b>Net Profit (Loss)</b>		\$	<b>77,852.82</b>
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