



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

Minutes
Tennessee Sports Hall of Fame Museum Location Committee Meeting
November 14, 2024

The Museum Location Committee of the Tennessee Sports Hall of Fame (“TNSHOF”) met this day at 11:00 AM CT for a meeting with a physical location at 312 Rosa L. Parks Ave., 13th Fl., Nashville, TN 37243 and hosted virtually 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 11:06 AM CT. Roll was called and a quorum was established, with the following members present.

MEMBERS PRESENT

Name:	Present in-person:	Present virtually:	Absent:
Chris Corwin ¹		X	
Marianne Dunavant		X	
Mark Ezell (Rob Sherrill)			X
Shan Foster		X	
Harold Graeter		X	
Chris Massaro		X	
Howard Gentry (Community Member)		X	

GUESTS PRESENT

Brad Willis, TNSHoF, Executive Director
 Andi Grindley, Tourist Development, Outreach Projects Coordinator
 Kim Adkins, The Capitol Strategy Group
 Matt Carden, 1220 Exhibits
 Terry Healy, Healy Kohler Design
 Joy Li, Healy Kohler Design
 Emily Sennett, Healy Kohler Design

AGENDA

Welcome, Graeter, Thank you and good morning. Had a great meeting in Nashville and excited about the updates.

Housekeeping

- Widrig, asked if any guests were on the call that may wish to be recognized. None were heard and the meeting proceeded.

¹ Corwin joined after roll-call at 11:25 AM CT.

- Pursuant to T.C.A. § 8-44-108(a)(d), the determination of necessity for conducting the TNSHOF meeting electronically was read into the record and rendered as essential to review the Preliminary Story Diagrams for the Planning and Concept Design for the new Museum space.
- Approved the June 11, 2024, and October 24, 2024 Minutes of the Museum Location Committee TNSHOF without a reading. Minutes were provided to members in advance of the meeting. **Motion**, by Graeter with second by Foster. No discussion, move to a roll call vote:

Chris Corwin	
Marianne Dunavant	Yes
Mark Ezell (Rob Sherrill)	
Shan Foster	Yes
Harold Graeter	Yes
Chris Massaro	Yes
<i>Harold Gentry</i>	Non-Voting

Motion carries. Minutes will be provided to Willis for posting.

New Business/Discussion Items, Healy, Truly exciting time. Much of what will hear is confirmation from the last meeting. Will be talking about the criteria and then fall in line with decision making and how to develop ideas in the future.

1. Review Proposed Dates for Meetings of Museum Planning Committee, Healy, The Schedule provided with the Agenda will explain how meetings building of meetings and concepts.

- **Motion**, By Foster to approve the schedule of meetings as proposed by the vendor with second by Graeter. No further discussion, move to a roll call vote:

Chris Corwin	
Marianne Dunavant	Yes
Mark Ezell (Rob Sherrill)	
Shan Foster	Yes
Harold Graeter	Yes
Chris Massaro	Yes
<i>Harold Gentry</i>	Non-Voting

Motion carries. Willis will provide schedule to the members and note meetings to be scheduled.

2. Review Initial Plan From Healy-Kohler, Healy, Move through slide deck and have discussion on items:

- Slide 1/Opening, Discussion
 - Gentry, love the Titan’s link but too heavy on professional teams. Colleges and Universities should be the most prominent.
 - Graeter, Purpose of the document?
 - Healy, Do not have to use the design package but that would be expected for use in soliciting donations.
- Slide 2/Mission, Discussion
 - Massaro, Change sports Writers to Sports Media within Hall of Fame Objectives.
 - Terry, Mission speaks to the lives and accomplishments of its members. Want to keep massaging through the next 3-4 meetings.

- Slide 3/Hall of Fame Objectives, Discussion, Willis, Will send the slide deck to the Committee members after the meeting and they should return any edits to Willis for him to collect and provide to Healy.
- Slide 4/Space Program, Discussion, Healy, Highlight different areas and assign sq. footage. Extra 400 sq. ft. was for book signings/high tops/coffee/cocktail hours.
- Slide 5/Themes, Discuss, Healy, Themes are not exclusive.
- Slide 6/Target Audience, Discussion, Healy, When look at high tourist mark of 75%, start making decisions for those coming 1 or 2 times. Their attendance is based on idea that they heard about the museum and consider it as a destination or sub destination. 90-150 minutes within space and may not come back but have an enjoyable time. Trying to design to connect with visitor and they stay connected and project some imagery to others from their visit. Ex. Soccer and sailing museum if make more participatory may want to come back and do better. Thing going for HoF is that have 10 games and concerts with activity attached to the stadium. Club membership as opening to be annual members to keep coming back to space.
 - Massaro, Missed last meeting, where did percentages come from?
 - Willis, Based upon previous museum mostly due to proximity to Nashville Convention and Visitor's Corp having 75% from out of State.
- Slide 7/Hall of Fame, Discussions, Healy, Like to continuously honor all the members in the HoF that they are permanently installed. Organized by Class. Considering the left hand of the slide – Class of 2000, had 11 inductees to work on these types of plaque designs not for athletics but how many sq. inches plus for the future. How to use the vertical surfaces of the wall? Questions, Class of 200 but when get to individual members, highlight sport associated, dates of career, what information would like highlighted? Keep in mind will have list on electronic monitor to see much more and read more.
 - Widrig, ADA – plans for accessibility?
 - Sennett, Large print book recommended. Will test for ADA compliance.
 - Willis, Those that received honors, open to looking at a different way to honor but don't want that group to lose representation. 1220 has design of the most recent as they've been updating. List of honorees have been included. Whether someone named TN of the Year, whether they are in the Hall. It is one of the highest honors.
 - Gentry, In the past, the TN of the Year is not inducted as a member.
 - Graeter, Included as honorees not as inductees. Perhaps have a TN of the Year plaque that can add onto each year.
 - Healy, Do not want to include in HoF space, could place in lobby area or in exhibit area? Could be an electronic display or could it be permanently displayed?
 - Graeter, Would like to consider both – that need a separate plaque?
 - Willis, Top 3, TN of the Year, Pat Summitt and David Williams. Historically even the teams of the year were featured.
- Slide 8/Stadium Plan, Discussion, Healy, Can see the adjacencies, a little over 10,000 sq. ft. When started to hone in, there is an exterior wall of glass – great as can be a billboard but on the other hand is a whole wall of space that cannot be utilized.
- Slide 9/Hall of Fame Space, Discussion, No discussion.
- Slide 10/Program Plan 1, Discussion, Healy, Go through Plan. Will lose 25% of wall space. Does not mean cannot come up with other objectives.

- Slide 11/Program Plan 2, Discussion, Healy, Moving the Hall of Fame into the core of the exhibit space. Not ignoring the fact that this was a linear story that culminates in the Hall of Fame being the final phase of the exhibit.
 - Willis, First, starting with Plan 1, tend to like the flow better having the HoF on the front wall which is glass limits the ability to create that space. Not having sense of what scale of room is wonder is it possible to offset the HoF room somewhat to the right and create a hallway that could include a graphic that shows through glass and as people leave reception then have to walk past the HoF to work way through the room.
 - Healy, HoF can be open too; really add more sq ft. to the HoF space. Do not believe could add much of a wall/hallway but a dividing wall. Could do something spectacular and then on the interior use the HoF presentation.
 - Massaro, outside view people look by is most important element and need to put most exciting points by the windows. People will find their way around but to entice people to visit when at arena it's a nice asset.
 - Willis, Need to consider what the sun coming through the wall of glass could do to the artifacts/objects in the collection.
 - Graeter, might be more of front window like a department store – rotate artifacts to address bleaching not looking into HoF but something eye catching/enticing.
 - Massaro, How tall is ceiling as look in? Could back light graphics on back wall to see through window.
 - Healy, Cap increase 15 ft off the floor and that can provide better lighting could go up to another 20 ft but would create more cost for lighting the exhibits. Openings in outside wall to be a depth experience. Maybe sculpture element – athletes in action?
- Slide 12/Story Diagram 1, Discussion, Healy, Intro film to get engaged with TN sports and example of rivalries (short media piece), area labeled TN athletes will be individuals – themes and attributes of being an athlete. Whole idea of leadership – courage to perform. Can then do activities as move through to record own competitiveness and skill. Then move into HS sports. Building up to college sports, pro sports – then the HoF.
 - Dunavant, Where are honorees going? Willis, Like TN of the Year.
 - Healy, Not sure yet. Is there a place where honorees would be a better fit?
 - Massaro, In TN athletics, the circle of impact/courage – those are attributes of those awards.
 - Willis, Willis, Understand the concept and it's a clever way to do that – HS to College to Pro. Most inductees are not honored because of HS accomplishments. May have a hard time placing content into that section.
 - Healy, Will only 10 percent of space – recognition of state champions. Idea behind it is more of a current story “what's happening in HS today”.
 - Massaro, Currently have 6 championships in basketball. That could end up being a lot when all sports are included.
 - Willis, Will not be just football and basketball. Something to consider.
 - Graeter, The HS space could be prime digital territory because will rotate every year.
 - Healy, TN athletes could have a taste of story of HS and circles could combine – TN includes athleticism up through HS and can use a bit and maybe only 15% which would give more space from other groupings. Hearing and understand.
 - Willis, TSSAA – inclusion? Whether HoF makes sense from one of the first things experience that's a content piece that wouldn't start with.

- Graeter, More recognition of their state champions. Then consider having Baylor Bears day to be recognized. Do they have recognition of HS football there?
 - Willis, not that aware of.
 - Graeter, In Atlanta concourses have HS football and girls flag football to tie in with state.
- Slide 13/Story Diagram 2, Discussion, Healy, Whole other means to tell the story (goes through slide).
 - Gentry, Does these duplicate athletes?
 - Healy, Most of Olympic section would be duplicative.
 - Willis, Like the concept a lot more if it did not pass through the HoF space twice.
 - Healy, Going back through Story Diagram 1 – is more linear. Story Diagram 2, can follow a pathway but does not have to be linear and guests can go through based upon interests. With the windows being on the western side of the building see much more because open and could be advantageous.
 - Willis, With Diagram 2 needs to include ice hockey.
 - Healy, Could be included within “on the water”.
 - Willis, Be its own section “on the ice”.
 - Willis, One week from today for members to provide ideas to Willis and he will organize and provide to the vendor.

Closing Remarks, Graeter, thank you to Terry and the team members.

- **Motion** to adjourn by Graeter with second from Dunavant. No further discussion. Move to a roll call vote:

Chris Corwin	Yes
Marianne Dunavant	Yes
Mark Ezell (Rob Sherrill)	
Shan Foster	Yes
Harold Graeter	Yes
Chris Massaro ²	
<i>Harold Gentry</i>	Non-Voting

Motion carries.

Motion carries. Meeting adjourned at 12:31 PM CT.

Approved:

Dec. 5, 2024

Date



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

² Massaro left the meeting at 12:27 PM CT.

SCHEDULE

The 1220 Exhibits/HKD team submits the following schedule for the Planning and Concept Design of the visitor experience and exhibits at the Tennessee Sports Hall of Fame. A detailed schedule for the curatorial, architectural coordination, and branding requirements for the development and implementation phases will be determined during this planning phase.

The 1220 Exhibits/HKD team expect that the next phases of development and implementation will be an approximately 28-month schedule. Including this initial four months for planning and concept design, the entire schedule to successfully install the new experience in the new Nissan Stadium is 32 months.

Initial Program Meetings, Charrette	October 24, 2024
Preliminary Story Diagrams Submittal & Conf. Call	November 14, 2024
Preliminary Concept Exhibit Plan Submittal & Conf. Call	December 5, 2024
Concept Exhibit Plans & Preliminary Rendering Meeting	January 2, 2025
Final Exhibit Plan, Rendering Drafts Submittal & Conf. Call	January 23, 2025
Final Rendering Submittal & Conf. Call	February 6, 2025
Final Presentation	February 13, 2025





TENNESSEE SPORTS HALL OF FAME

1220

HealyKohler Design

PLANNING AND CONCEPT DESIGN

NOVEMBER 14, 2024



Sharrieffa Barksdale

EXHIBIT MISSION

Highlight and share the impact of the athletes, teams, sports writers, and sports administrators honored by the Tennessee Sports Hall of Fame.



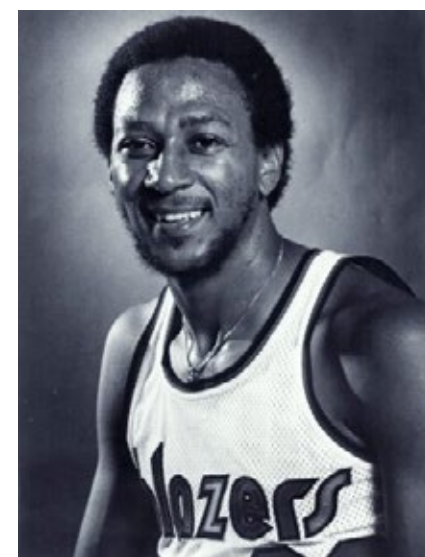
HALL OF FAME OBJECTIVES



Holly Warlick



Tracy Caulkins Stockwell



Lloyd Neal

All visitors feel welcomed and excited by game-day experiences of multiple sports

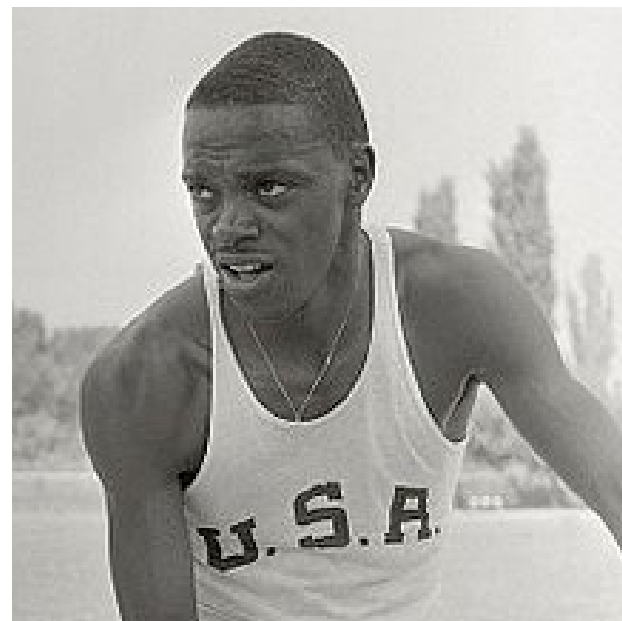
Honor the accomplishments of inductees across the three regions of the state

Tennessee residents can feel a personal connection to their region

Create a memorable experience that encourages visitors to return and share the experience with others

Raise awareness of the Hall of Fame to develop new sponsorships and partnerships

Educate and inspire visitors by telling the rich history of Tennessee sports inductees



Ralph Boston

SPACE PROGRAM

6800sf	Exhibit Space
500 sf	Lobby/Reception and Store/Retail
400sf	Temporary Space
200sf	Catering Prep
600sf	Storage
500sf	Office/Workspace
400sf	Special Events Space
1000sf	Hall of Fame Space

TOTAL: 10,400sf

THEMES



Women in Sport

Civil Rights and HBCUs

Pro sports

Motor sports

Equestrian

College Athletics

Outdoor sports

Olympics

Pro Sports

Football

Basketball

Sports media / Broadcasters

Coaches



Clyde Lee



Sadie Galloway Johnson



TARGET AUDIENCE

75% National and Regional Tourists

15% Residents

10% School Groups

Target Age Group: 18 - 65



HALL OF FAME

2000

Mack Chandler
Phil Dickens
Hooper Eblen
Murray Armstrong
Keith Butler
Frank Emanuel
Heidi Gillingham Jackson
Stanley Morgan
Catherine Neely
Steve Sloan
Steve Spurrier



Doug Dickey



Harry Anderson



Pat Summitt



Ed Jones



Peyton Manning



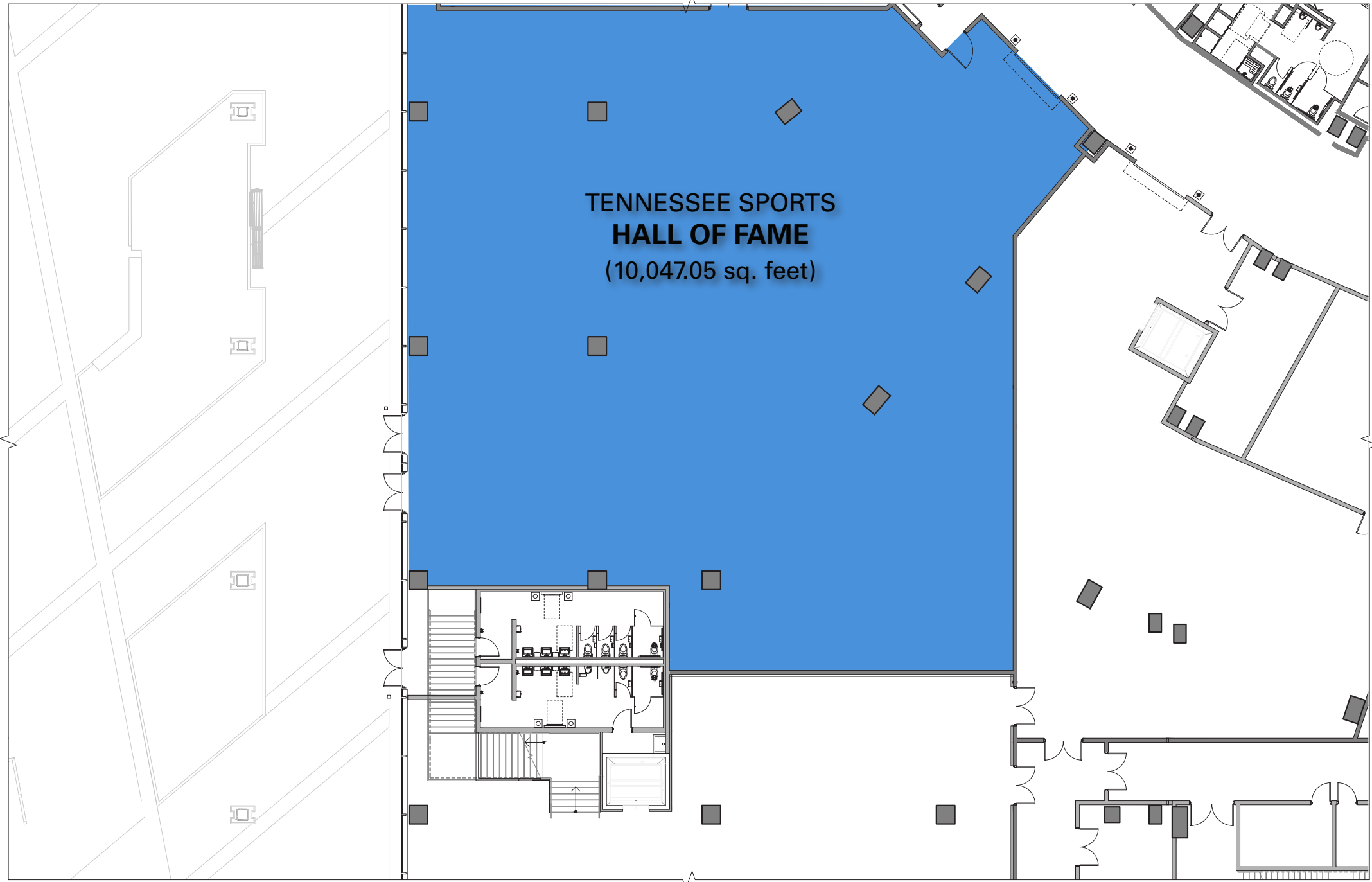
Wilma Rudolph

STADIUM PLAN

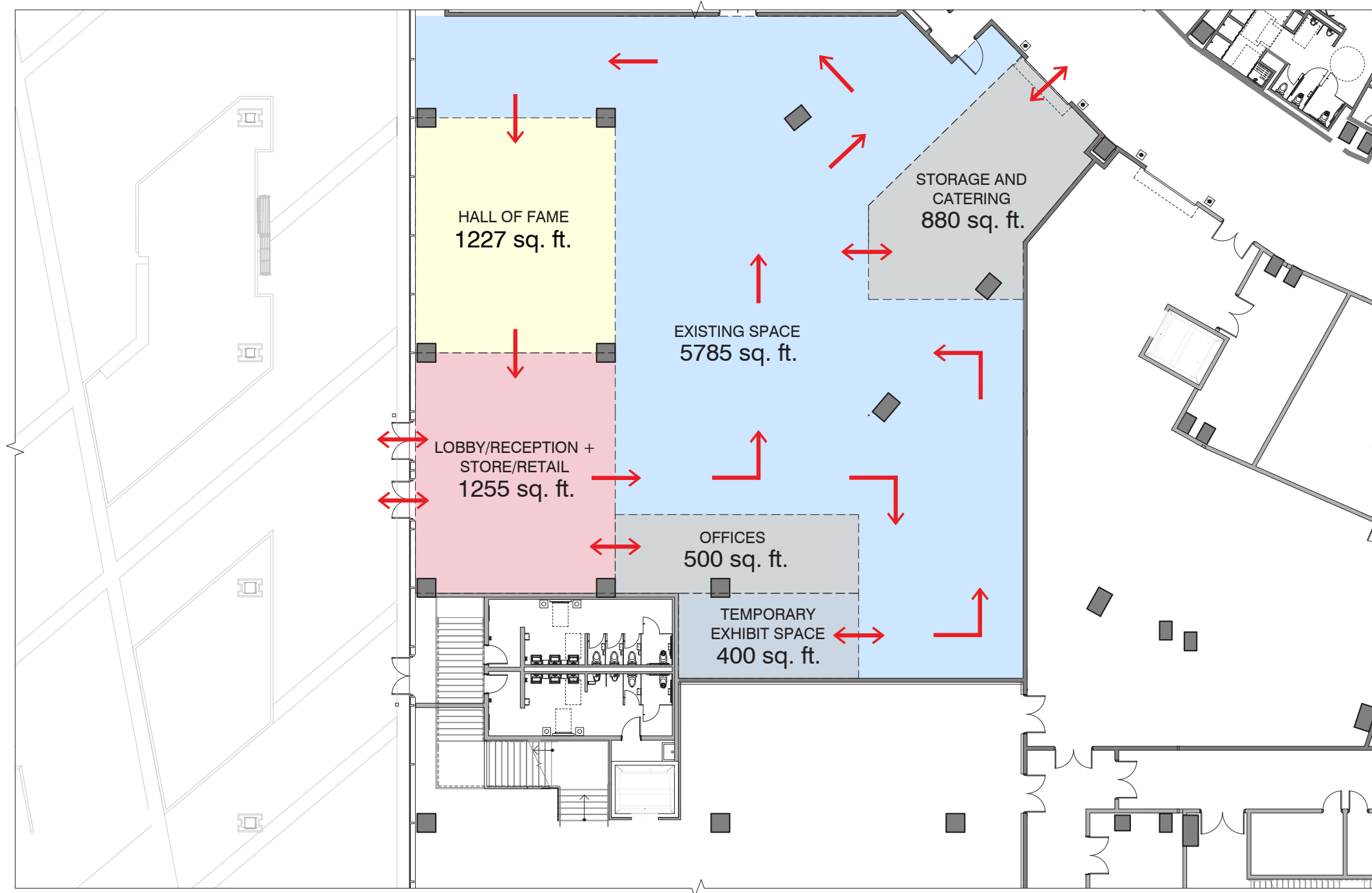


1 Plan, Overall
X0.000 Scale: 1/32" = 1'-0"

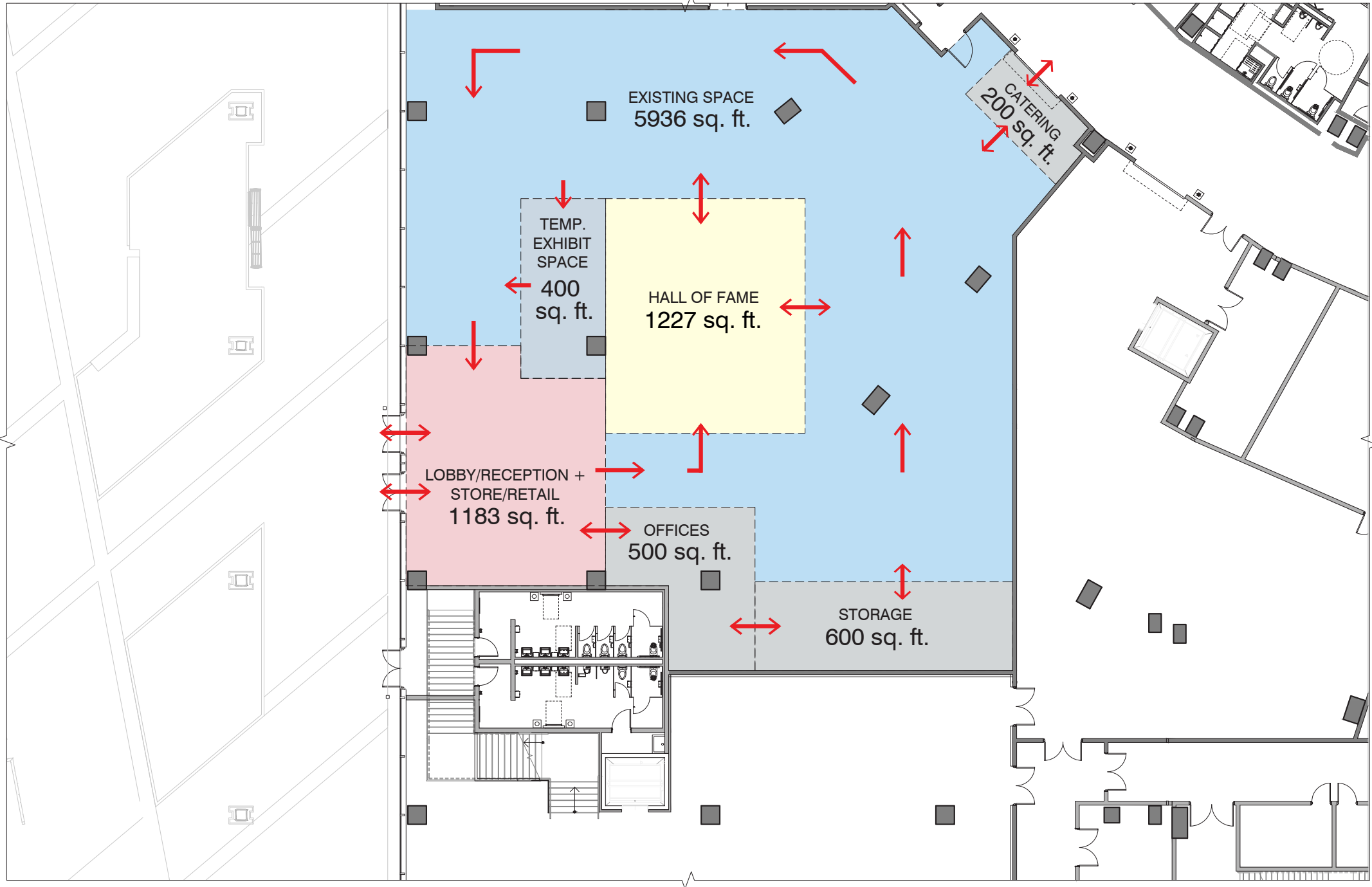
HALL OF FAME SPACE



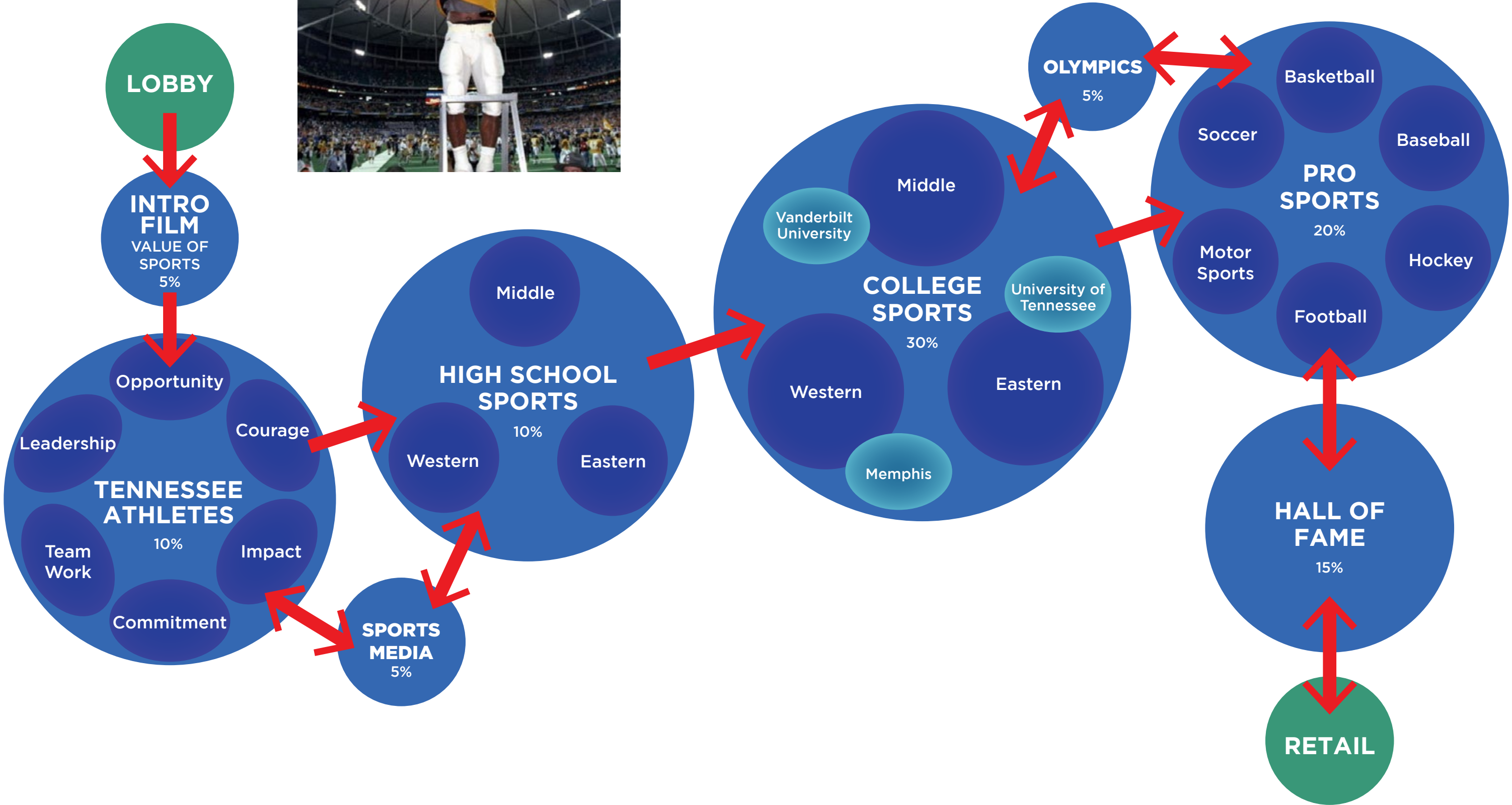
PROGRAM PLAN 1



PROGRAM PLAN 2



STORY DIAGRAM 1





STORY DIAGRAM 2

