



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

**Minutes**  
**Tennessee Sports Hall of Fame Museum Location Committee Meeting**  
**January 2, 2025**

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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., 13<sup>th</sup> 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 11:01 AM CT. Roll was called and a quorum was established, with the following members present.

**MEMBERS PRESENT**

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

**GUESTS PRESENT**

Rob Sherrill, Special Projects Coordinator, TDTD  
Alicia C. B. Widrig, Attorney and Secretary, TDTD General Counsel  
Brad Willis, TNSHoF, Executive Director  
Matt Carden, 1220 Exhibits  
Terry Healy, Healy Kohler Design  
Evan Hildebrand, Healy Kohler Design  
Emily Sennett, Healy Kohler Design

**AGENDA**

**Welcome**, Ezell, Call to order to continue planning the Hall’s new home.

**Housekeeping**

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

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<sup>1</sup> Gentry joined after roll call.

- 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 Concept Exhibit Plan & Preliminary Rendering from Healy-Kohler for the new Museum space.
- Approved the December 5, 2024, Minutes of the Museum Location Committee TNSHOF without a reading. Minutes were provided to members in advance of the meeting.  
**Motion**, by Dunavant with second by Corwin. No discussion, move to a roll call vote:

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

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

**New Business/Discussion Items**, Healy, Will show where headed through the floor plan and story line. First time committee is reviewing in elevation but a rough draft. Want to discuss some of the highlighted areas.

1. Review Preliminary Concept Exhibit Plan from Healy-Kohler, Healy

Presentation of Slide Deck:

- Slide 2/Exhibit Mission, Healy, Took items out of book but will bring back for the final presentation.
- Slide 3/Hall of Fame Objectives, Healy, Highlighting Hall of Famers in the space. How to tell the story of TN sports.
- Slide 4/ Target Audience, Healy, No update.
- Slide 5/Space Program, Healy, Confirmation of 10K square feet. Will talk more about it as see how footage is broken up.
- Slide 6/Story Diagram, Healy, To show the flow from the lobby to retail then go to exhibit experience and end with the Hall of Fame. It can also serve as an event space in relation to the lobby area.
- Slide 7/Exhibit Plan, Healy, There will be a desk in the Lobby area where you will register the personalization. From the Lobby will be an Intro Film to bring the three (3) regions and the Hall of Fame together. When go through the different areas, the flooring will change, for example, “On the Field” will be turf. Classic plaques for the Annual Honorees, would like to discuss whether should be on a monitor or have a traditional plaque.
- Slide 8/Lobby, Healy, No update.
- Slide 9/Lobby, Healy, First of four (4) steps, the renderings will progress. Idea of sponsor the overall experience within the exhibit and bring in context with visitors of the day. For example, Chick-fil-A “game day experience”.
- Slide 10/Personalization, Healy, When come in pay the admission fee and get an item with an RFI chip or QR code, then go to the monitor and register. No email but customization questions – what is your favorite sport, where are you from, what is your favorite TN team. Goes into the database and ties personal interests into the stops within the exhibits.

- Slide 11/Exhibit Space – Overall Plan, Healy, Will include more graphics in next presentation.
- Slide 12/Exhibit Space, Healy, Blocking for views, want to confront guests with oversized basketball – within scaffold is a large monitor 8 feet by 15 feet and it becomes a focal point. Always able to see the screen within the space. Will have overall clips that can be updated through the content management system. Theater and experience for entire space. There will be an activity table, large artifacts and car. When come out of the theater this area will be open and great viewpoints for the monitor.
- Slide 13/Exhibit Space, Healy, Turn into exhibit area, see rock climbing wall. Test their skills – work in monitors into those spaces.
- Slide 14/Hall of Fame, Healy, Wall that blocks some of window wall on left and maybe put media piece and graphics on that wall so will be moving billboard on the exterior. Large touch table and down the road if like using touch table for info. may turn into monitors to turn into a longer table. Then wall of recognition by Class all members stated permanently within the space.
- Slide 15/Hall of Fame, Healy, More of a presentation or event set up for after hours to transition the Hall of Fame space. Have 75 chairs show but could have 100. With table is a value added, but what done with other organizations for special events can build a cover for the table.
- Slide 16/Hall of Fame, Healy, Cover can come out and go on top of AV and then drape with cloth and use for serving or a bar.
- Slide 17/Hall of Fame, Healy, Fourth rendering want to show, has all the classes and history and looking at whole idea that can – fit about 20 more years from 2028 and how recognize with the names. Wood service with terrazzo flooring and interactive table in front. Could have names coming to life through video/audio and photo albums.
- Slide 18/Hall of Fame, Recognition Panel Option 1, Healy, Options for recognition panels. Doing a bit of a study, 11 or 12 inductees per year and some years less or more. Wanted to mockup to see the breadth and how can be applied/installed. For font size the year is an inch high, names .5 inch and sport/cat is 3/8 inch. Done some studies to show how high and low on the wall and how readable it is for everyone.
- Slide 19/Hall of Fame, Inductee Wall Option 1, Healy See how page will work out. Start seeing how plays out with panel system.
- Slide 20/Hall of Fame, Recognition Panel Option 2, Healy, Chanced typography since half inch tall and over 1 inch for year but a san serif. To have panel a bit smaller 16x16. Recognize person and category on one line. Could be glass panel with wood behind or a color.
- Slide 21/Hall of Fame, Inductee Wall Option 2, Healy, Composition with it – 16x16 decided to show instead of panels that are blank – some organizations to that – will have filler panels with photos and as time goes by the images of Hall of Famers that are with class that proceeds to fill wall. After a year then taking out a photo imagine then have standard induction panel. Talk about this aspect a bit more. How can move the panels. Would have to move every year from left to right to have visual aspect.

## Discussion

- Panel Screens
  - Ezell, Envisioned the panel screens to be stationary then could touch the screen and would give write up and the accomplishments came to life, like the Women's Hall of Fame in Knoxville. What took this down the road to being stationary?

- Healy, The dynamic portion is in a different space that will explain how the athlete got to achieve their accomplishments. The Hall of Fame is a static representation because it was important to have members easily accessible by name. In the center is an interactive table, trying to make that larger. Will look at the wall and see names, if what to discover a particular person then content/audio could be accessible through the table. Could have 12 people around the table.
    - Willis, Very comparable to Naismith.
    - Dunavant, If guests are listing to a video how does that work?
      - Healy, Will be using headphones.
    - Sherrill, Issue is likely do not possess enough content. May draw more attention that some inductees do not have as much information as others.
      - Gentry, Can not imagine having someone in the Hall of Fame with no information. Suggest have universities work on the project. Could sent them a list of the athletes and request information and content be provided.
    - Ezell, If panels across the wall could have more people accessing. Could look static and then option for touch screen. Causes people to center around a table. Break those into groups putting digitals between plaques.
- Interactive Table, Healy, This table program with content management system, for content storage and refresh. On opening day, when come up to screen on table, let's say photos of members and floating around screen, see Peyton manning and touch it and his information comes up. Guests will not see a dark screen and need to hunt and peck. Photos will be prompts to discover Hall of Famers and then suggestions on who else would want to follow.
  - Sherrill, How to build in collecting all this data? Sherrill to Gentry – How did you previous collect with the original board?
    - Gentry, Was like pulling teeth – home visits, university visits. Wanted to revisit Commissioner Ezell's statement regarding interns from university athletic director programs. Would not expect Tourist Development to be doing because of the huge undertaking.
    - Healy, Can fold into acquiring information when gaining from inductees and repurposing for the table.
- Original Design, Diagram 2, Ezell, Would there more opportunities to partner with universities, etc. if build into the universities and sports teams?
  - Healy, Not an either-or option for 1 or 2, how we incorporate the stories into the plan. Will show more examples in upcoming meetings.
- Lobby
  - Willis, Noticed have the space in the lobby and hopeful that conceptually the current and previous winners will be included as well. Should this go in the Hall of Fame space do not want the players and teams of the year to not be included. Also unsure about putting a sport by the inductee's name. Many individuals are not a one sport person.
  - Sennett, Could a descriptor instead be included, e.g. Athlete, Administrator?
  - Healy, If drop the category, then the names could be in larger font.
  - Ezell, Want the wall to be more interactive. Such a big space for all those outside groups coming in. Want to see what technology could be available and have that information.
    - Healy, Sure no problem.
- Rock Climbing Wall/Outdoor Discussion

- Massaro, The rock wall seems out of place. Know it generates activity but see as a waste of space.
- Ezell, Envisioned having VR goggles and hit a fast ball or throw a football pass.
- Healy, We are in the first step. Interactivities will be placed into these views but have not gotten there yet.
- Sherrill, Rock wall would be too hard to staff.
- Willis, High liability and low visibility into the state's full story.
- Willis, Perhaps an interactive with fishing?
  - Sennett, Within "On the Water" could include a VR option for fishing.
- Gentry, At a loss as to how many guests would want to put a pole in the water or climb a rock at the Hall of Fame. How did this concept evolve?
  - Healy, First, want to highlight the Hall of Famer in their respective sports community. The rock wall and kayaking will be gone. When get to fishing it is one way to highlight outdoor sport and have a member that is associated.
  - Sherrill, Outdoors was discussed in general as far as athletics.
- Sennett, Want to connect to a sport or does the sport need to be represented by a Hall of Famer?
- Percentage Discussion
  - Healy, when look at layout, there are three levels of football to discuss, high school, college and pro – when illustrate professional levels should that be showcased differently?
  - Ezell, Need to determine what percentage of football players are inducted and break down to understand how many are attributed to each university, etc. However, even having a greater number of a certain sport need to showcase the accomplishments that stand out.

2. Revise Date of Next Meeting, Willis, Several committee members have conflicts for the January 23 meeting date – will send new invite for January 24 at 2 PM CT.

**Closing Remarks**, Ezell, Glad to have Healy Kohler as the designers. This is a huge responsibility for the group and will need buy-in from others.

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

Chris Corwin	Yes
Marianne Dunavant	Yes
Rob Sherrill	Yes
Shan Foster <sup>2</sup>	
Harold Graeter	
Chris Massaro	Yes
<i>Harold Gentry</i>	

Motion carries.

Motion carries. Meeting adjourned at 12:39 PM CT.

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<sup>2</sup> Foster left meeting at 11:45AM CT.

Approved:

Jan. 29, 2025

Date



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