



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

Minutes
Tennessee Sports Hall of Fame Museum Location Committee Meeting
January 29, 2025

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 11:01 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		X	
Marianne Dunavant		X	
Mark Ezell (Rob Sherrill)	X		
Shan Foster			X
Harold Graeter		X	
Chris Massaro		X¹	
<i>Howard Gentry</i> (Community Member)		X	

GUESTS PRESENT

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

AGENDA

Welcome, Graeter, Good morning. Appreciate those on the committee and the design team. Excited about the project.

Housekeeping

¹ Massaro joined after initial roll call.

- Widrig, asked if any guests were on the call that may wish to be recognized during Public Comment. None were heard for recognition.
- 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 & Rendering Drafts from Healy-Kohler for the new Museum space.
- Approved the January 2, 2025, 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 Ezell. No discussion, move to a roll call vote:

Chris Corwin	Yes
Marianne Dunavant	Yes
Rob Sherrill (Mark Ezell)	Yes
Shan Foster	
Harold Graeter	Yes
Chris Massaro	

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

Public Comment, Willis, No members of the public joined, and the Committee moved to New Business.

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 Concept Exhibit Plans and Rendering Drafts from Healy-Kohler, Healy

Presentation of Slide Deck:

- Slide 1/Opening Slide
- Slide 2/Personalization, Purpose is for visitors to feel welcome and be part of the experience. Recommending RFID chip. Guests do not have to personalize to visit the exhibits, but you will not be connecting with the information on the same level. Will be able to input favorite Tennessee teams, insert your name and create an avatar which will customize the way you interact with some of the exhibits.
- Slide 3/Exhibit Plan/Layout, This layout shows moving through the double doors on the left into the Lobby. The Lobby is marked with a green L being the reception desk. Able to view into the Hall of Fame, then additional room for temporary exhibits. The glass wall on the left-hand side offers total access to the space. Will be able to view the screen from inside and outside. Guests will then pass through into the film which serves as a gateway to the exhibit experience. Tried to promote different fields through flooring but appeared to create a disjointed atmosphere. Attempted to soften the transitions through this design. Here highlighting various sports that have the greatest number of hall of famers. No area for broadcasting but activities throughout the space. This is the overall plan.
- Slide 4/Lobby, View looking into the entrance area. The renderings evidence a work in progress – 35% complete.
- Slide 5, Next to Lobby, New concept for the Hall of Fame which includes a large LED screen. The screen is 8 feet by 32 feet. Will be a great moving billboard for people in the space but also outside of the building.

- Slide 6, Evidences the screen showing themes of members, such as baseball.
- Slide 7, Evidences the screen in a classic approach, recognizes the members. By class and then names themselves. This mode causes the screen to look like the room's architecture.
- Slide 8, Within Slide 7 content, if the guest chooses a class, then the "plaque" is activated and becomes a gateway to discover more about those in the Class and then the guest can move from Class to Class.
- Slide 9, Represents modular cases within the Lobby space. The cases would be theme oriented. Creates a dynamic atmosphere with a classic theme.
- Slide 10, Moving further into the concept, this space can also serve as an event space for, cocktail parties, events, lectures or other special events geared toward presentations or book signings. The LED wall can then be utilized to theme the event.
- Slide 11, The next few slides focus on showing slide 10 in different forms with accommodation size. Within the slide shoes the space with chairs for 162 guests.
- Slide 12, Lobby with tables for eight (8) that would hold 200 guests. Does encroach into the Lobby and temporary area but still have sight lines.
- Slide 13, If showing a meet and greet, 275 guests; guests will go through the experience while attending and the personalization component could be great entertainment.
 - Ezell, Really like the thoughts behind the screen and how dynamic it can be. Multiplied the value of those three (3) rooms in the way creatively approached.
- Slide 14/Exhibit Plan, Came from the comments to build sponsorship and donor type recognition within the space. The dynamic elements include: Call the play, an interactive tied to broadcasting and different sports; Throwing, an interactive in the football area; table where you can build your dream team with Hall of Fame members. In basketball, on the field interactive with VR, throwing which is augmented reality. The next meeting the slide deck will show more details of the activities. The basketball activity shows the hoops at different heights and can run on the track behind. All the data from your participation within the activities will be recorded on the RFID chip. These activities will relate to the members and to the artifacts, aligning the stories.
- Slide 15/Exhibit Space, Football within the perimeter of walls played homage to University of Tennessee but in center the augmented reality and follows your motions and records output of skill set throwing a football. Would be on screens and point of view of being on the field.
 - Willis, If a guest completes the personalization activity and selects Memphis University as their favorite TN school; will the screens personalize to fandom?
 - Healy, Yes.
 - Massaro, Request the ceiling tiles be either neutral or of color schemes that fit the Hall.
- Slide 16/Exhibit Space – Basketball. Enclosed by nets, basketball activity. To left is track and field and then kiosk with golf. If it is an open space, there is a chronology but can move left or right, faster or can backtrack. No longer a linear experience. Mixture of authenticity with artifacts.
 - Massaro, Will basketball piece be in hardwood? Healy, Keeping the hardwood in free-throw space and around have stained concrete.

Discussion

- Event Space Accommodation
 - Corwin, If could have the annual event at the museum of the footprint were expanded?

- Willis, More likely if banquet is held on site, then the set aside space at the stadium can accommodate a crowd. Can tour the Hall of Fame then go to grand meeting area. Would love to be on site for the banquet.
- Widrig, Surrounding the accommodation figures stated during the deck presentation is that accurate based upon local Fire Marshall code? Healy, 15 sq. ft. per person was used and believe that is the standard.
- Outdoor Sports
 - Sherrill, From a pivot standpoint, did a great job on the functional space. Can hockey and racing be used to intertwine the outdoors? Healy, Can fit the car in there that was in the original Museum space.
 - Willis, How does the golf interactive work? Healy, The interactive follows your motion and there is no golf club involved.
 - Willis, Could that just as easily be a hockey slap shot interactive. Healy, Yes, work in slap shot. Another idea is VR from the goal tenders perspective.
 - Ezell, Great VR games that putt and golf with stunning accuracy.
- Branding
 - Graeter, The color schemes, neutrality is important and branding for the Hall of Fame, using Hall colors. Would be important for branding. Second with personalization, the technology can the technology can that use different schematics. Healy, If hearing correctly, with components with exhibits and furniture retain neutrality as background then in space of cases bring in personalized colors of schools.
- Activities
 - Graeter, likes the different surfaces, shows authenticity of sport.
 - Personalization of lanyard, Healy, should allow to take-away. Could try and see how could ask for return and would save on costs. What discovered with sailing and why went to scan. The RFID is not recyclable and it's a detriment to the earth. Snap bracelet with scan.
 - Widrig, Regarding the RFID chip what data is retained/necessary for retention?
 - Complicated question, Would need a sign that provides information regarding the privacy policy statement. Also, you can still register for the lanyard and customize but take option to delete results. Some entities opt to hold data for three (3) days while some hold for a longer period due to facial recognition data. In current situation, would not assist in return visitors as the data would not be available to compare.
 - Widrig, Note for members that a Privacy Policy will need to be adopted for the Hall.
 - Graeter, Broadcasting area, sports talk station utilize that area daily. Similar to the station in the lobby of Bridgestone. Healy, would say yes, No in the exhibit area. Yes, maybe in temporary exhibits or lobby area. Would be weekly and not daily.
 - Willis, Corner of the lobby would make sense. A lot of radio stations are live streaming on video and have dynamic background could set up on windows where backdrop is giant TV wall.

2. Revise Date of Next Meeting, Willis, Please send to Willis anything for Healy Kohler to consider by Friday and Willis will provide. The meeting calendar is going to be revised. The February 6, 2025, meeting will be canceled but the meeting on February 13, 2025, will go forward as scheduled.

Closing Remarks, Graeter, Offer dismissal and thank you. Second by Corwin. No further discussion. Move to a roll call vote:

Chris Corwin	Yes
Marianne Dunavant	Yes
Rob Sherrill	Yes
Shan Foster	
Harold Graeter	Yes
Chris Massaro	Yes

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

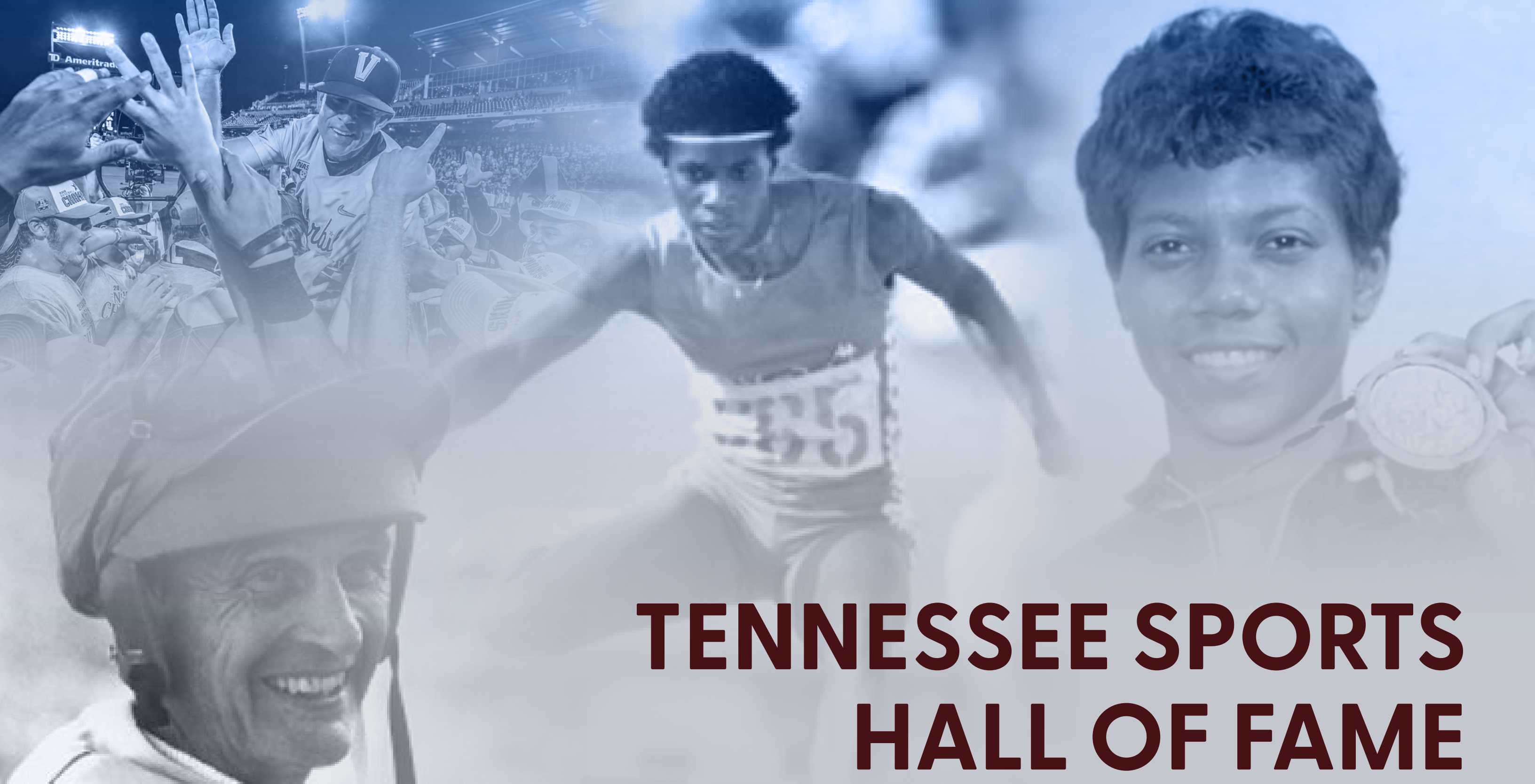
Approved:

2/13/2025

Date



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



TENNESSEE SPORTS HALL OF FAME

PLANNING AND CONCEPT DESIGN

1220

HealyKohler Design

JANUARY 29, 2025



PERSONALIZATION

TACTILE SKILL ACTIVITIES

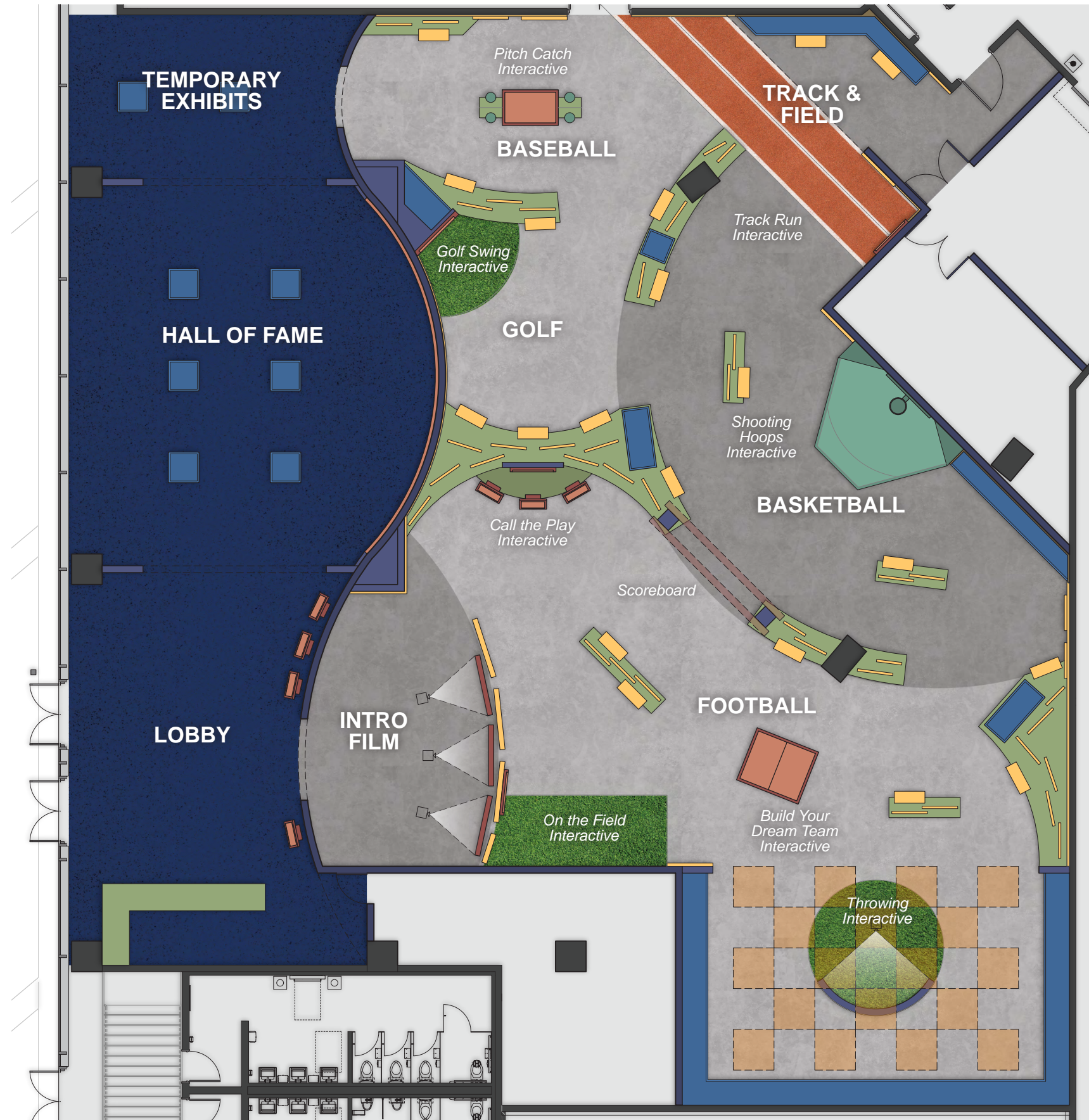
- Baseball Bat Sweet Spot
- Reaction Time
- Jump Height
- Climbing Wall

MEDIA EXPERIENCES

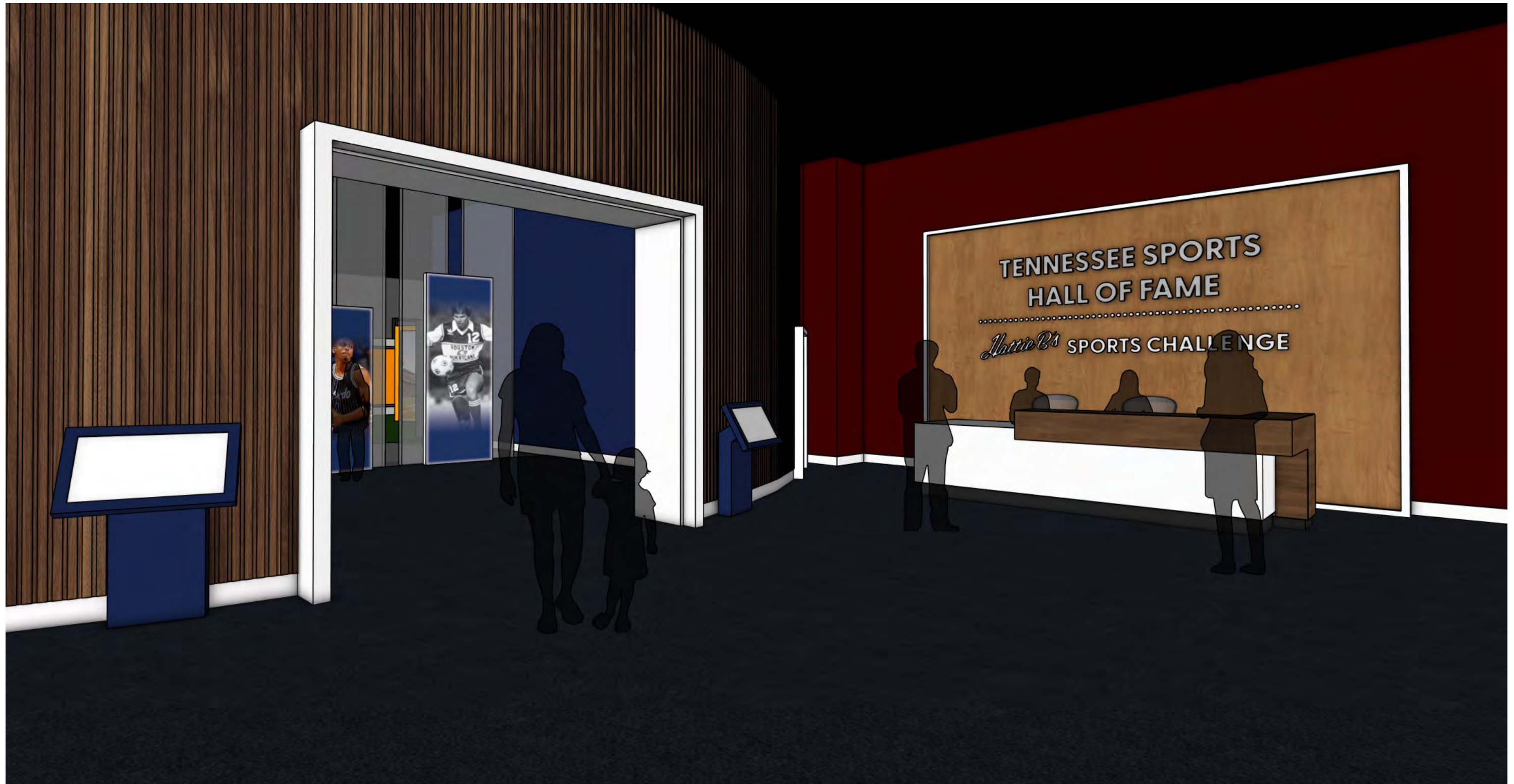
- Hall of Fame Members Interactive
- Awards Database Interactive
- Media/Theatre Experience
- Olympic Trivia Game
- Virtual Reality, Placing Visitors in a Moment
- Broadcast a Play
- Skills – Augmented Reality
- Pick your All Tennessee Football Team



EXHIBIT PLAN



LOBBY



HALL OF FAME



HALL OF FAME



HALL OF FAME



HALL OF FAME



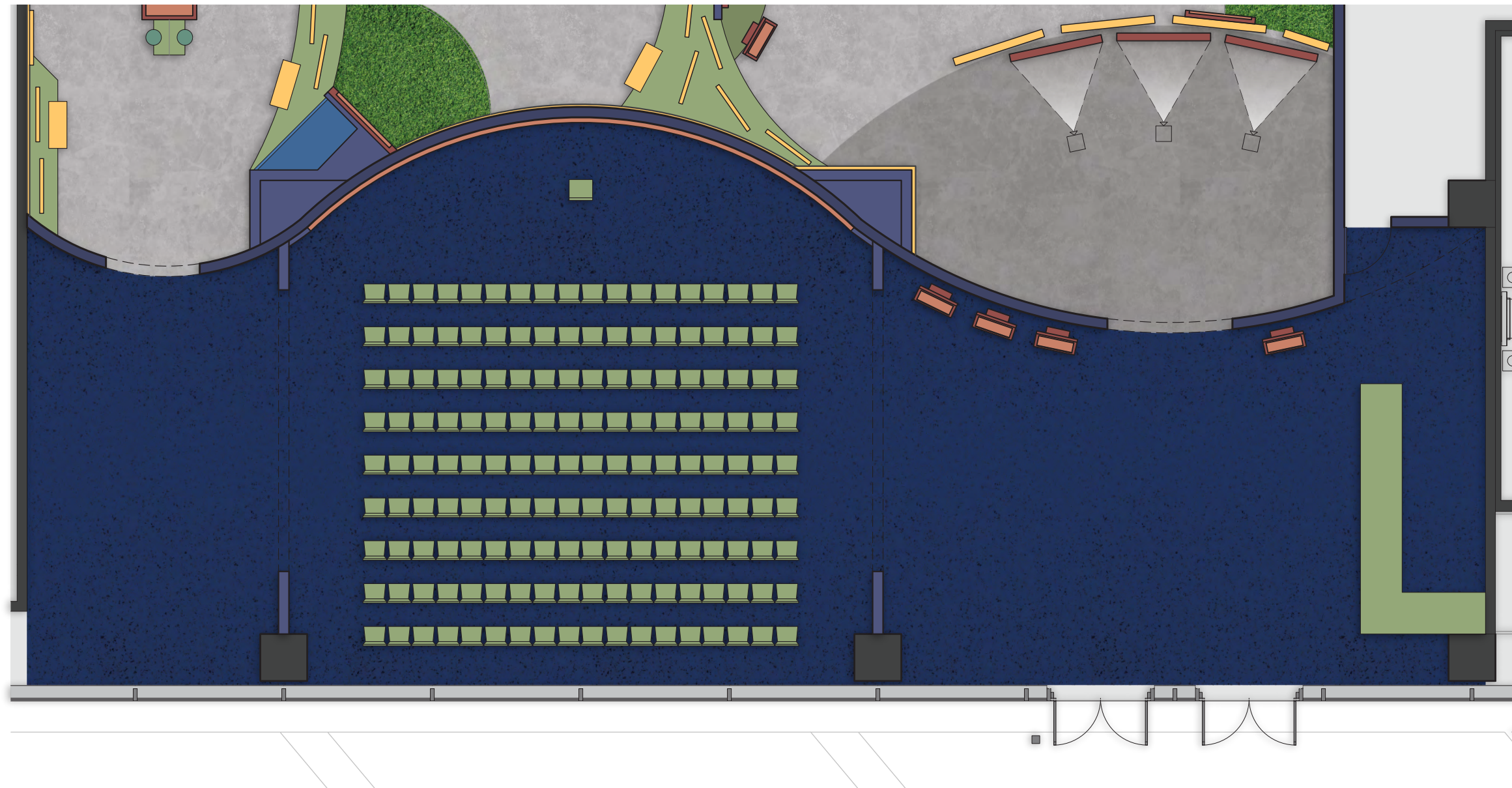
HALL OF FAME



HALL OF FAME

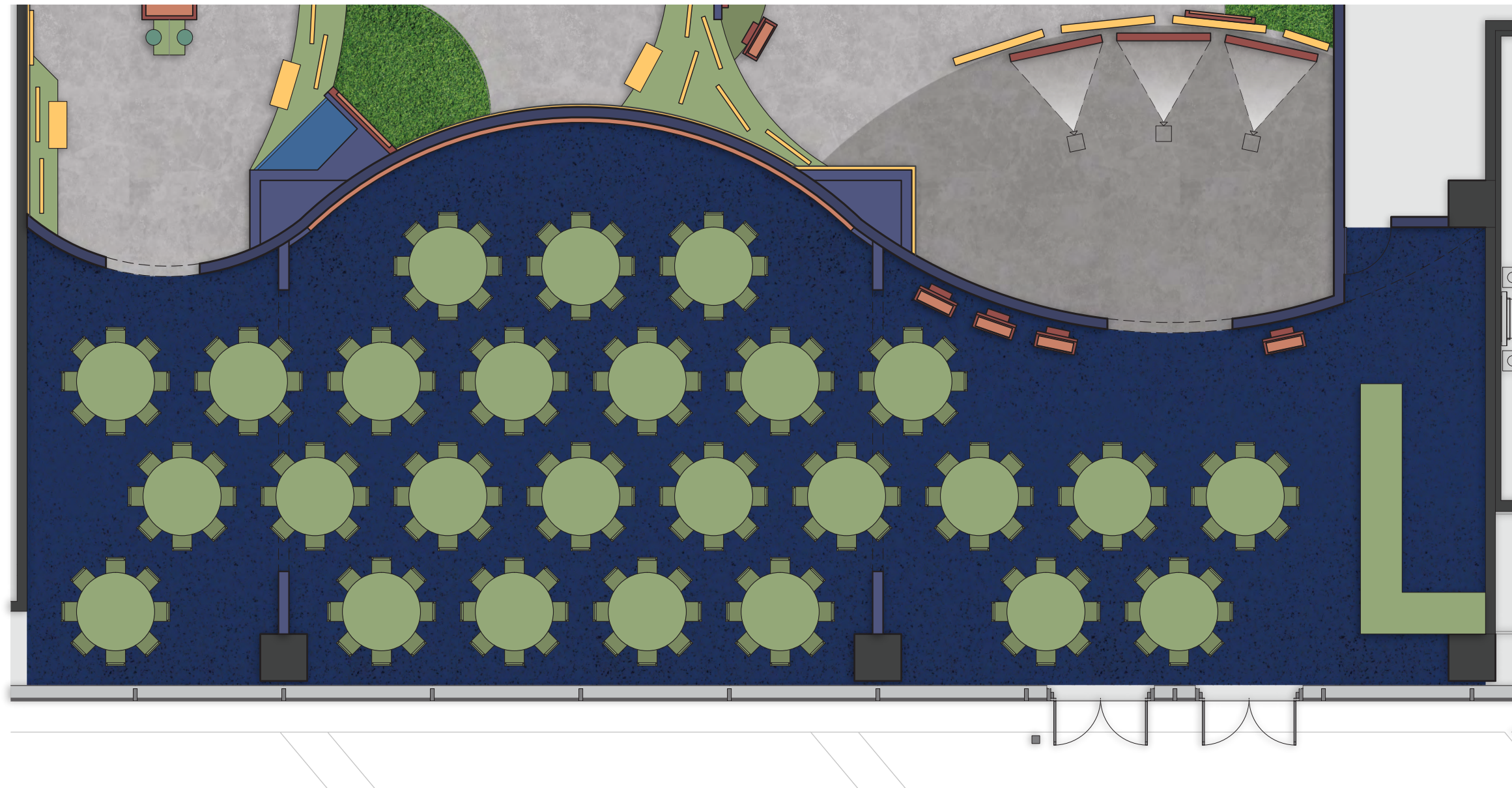


LOBBY & HALL OF FAME



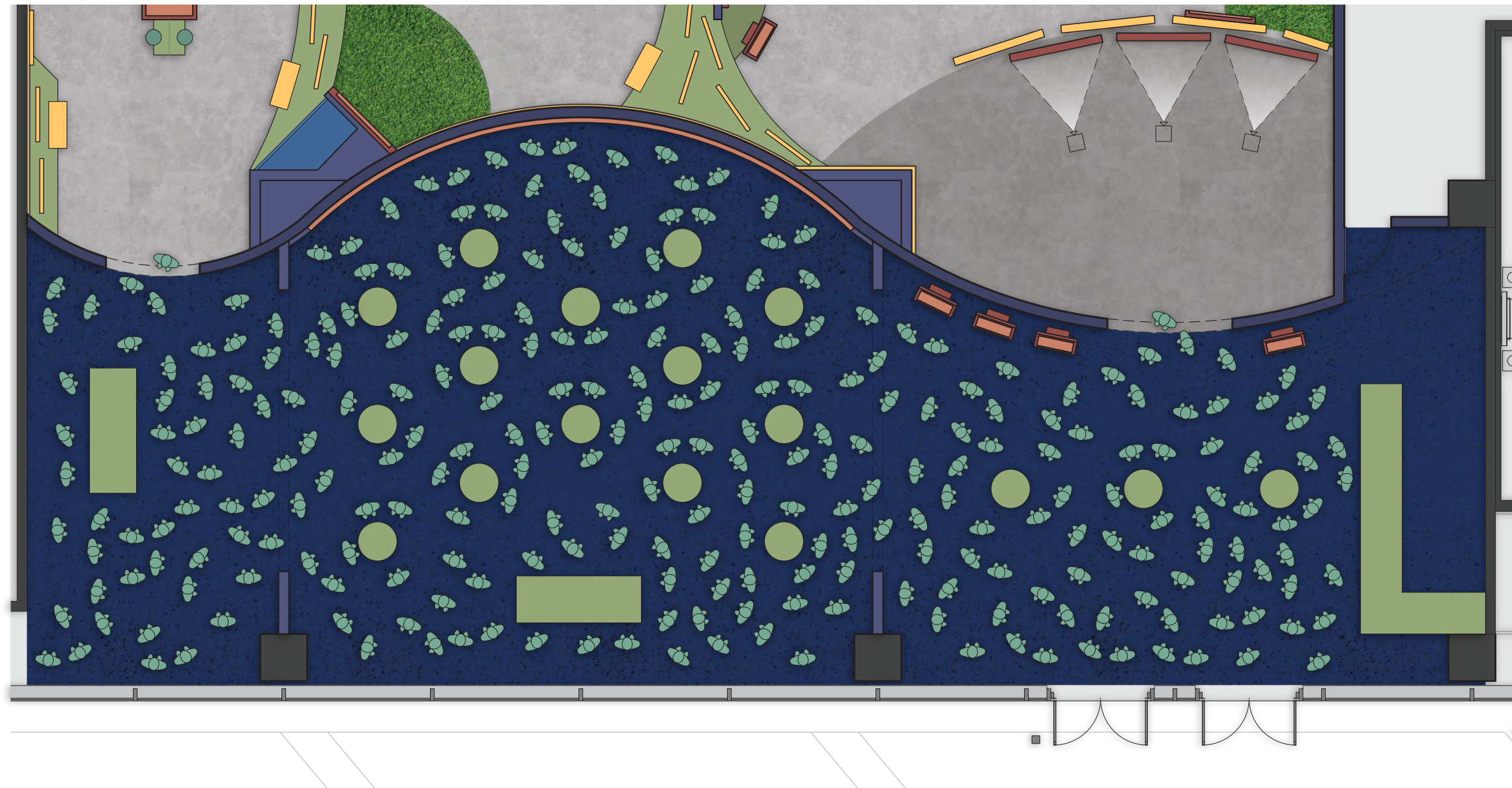
Lecture Setup
162 People Shown

LOBBY & HALL OF FAME



Banquet Setup
208 People Shown

LOBBY & HALL OF FAME



Cocktail Setup
275 People Shown

EXHIBIT PLAN

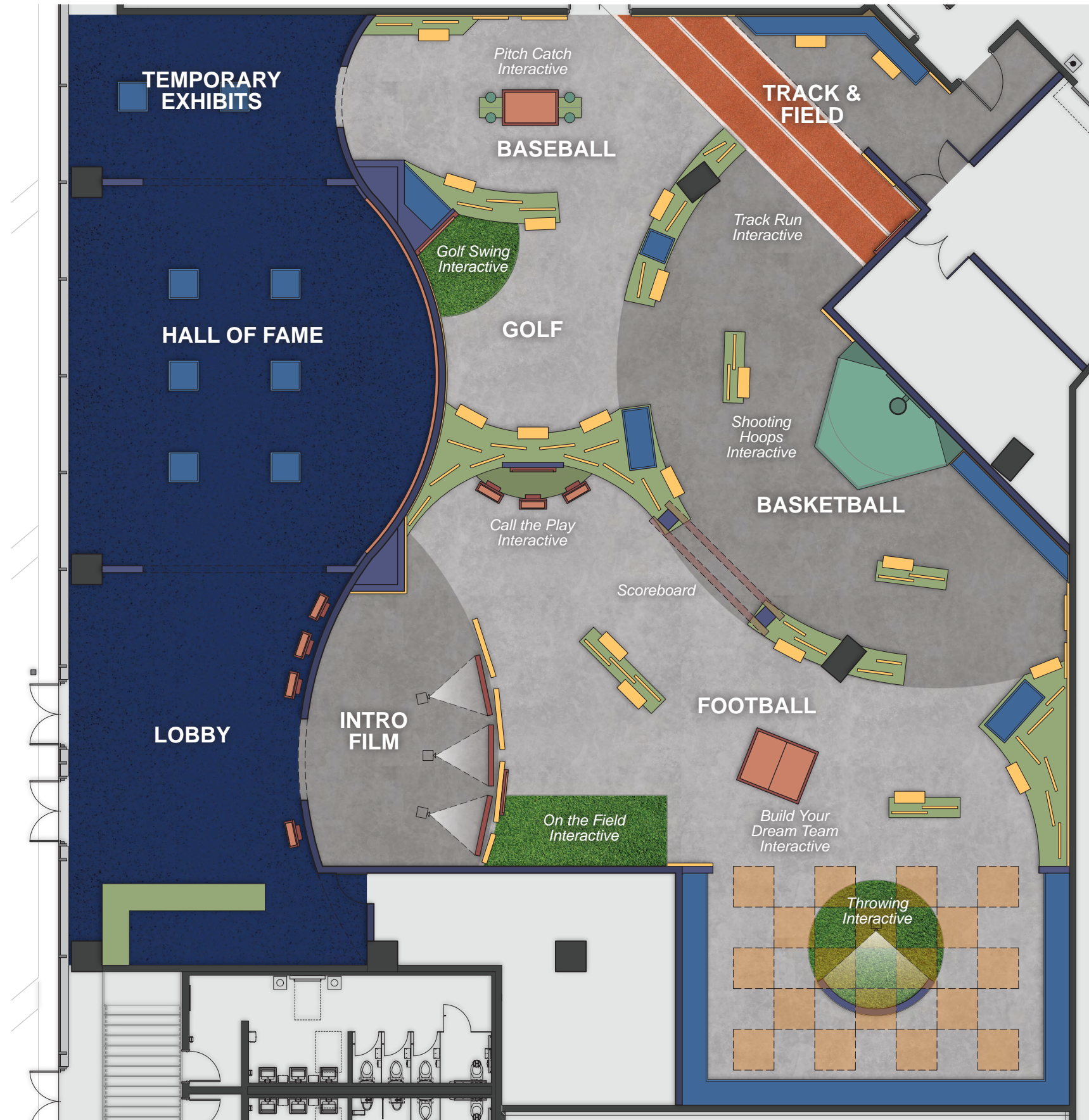


EXHIBIT SPACE - FOOTBALL



EXHIBIT SPACE - BASKETBALL



