

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION  
AUTHORITY BOARD OF DIRECTORS MEETING – APRIL 10, 2018**

A meeting of the Board of Directors of the Metropolitan Entertainment & Convention Authority (“MECA”), a Nebraska nonprofit corporation, was called to order by Chairwoman Diane Duren at 8:00 a.m. on April 10, 2018, in the MECA Board Room at CenturyLink Center Omaha, 455 N. 10<sup>th</sup> Street, Omaha, Nebraska.

**Roll Call:**

Present: Chairwoman Diane Duren, Ms. Susie Buffett, Mr. Tom Kelley, and Ms. Dana Washington. Mr. Jay Noddle was not in attendance.

**Proof of Publication:**

Notice of the meeting was published in *The Daily Record* on April 3, 2018, and in the *Omaha World-Herald* on April 3, 2018.

A copy of the Open Meetings Law was posted on the table near the side entrance to the MECA Board Room.

**Approval of Minutes:**

Ms. Buffett moved for approval of the minutes of the March 16, 2018, MECA Board Meeting, seconded by Mr. Kelley.

Motion carried: 4-0.

**President/CEO Report:**

Mr. Roger Dixon reported that the tremendous success of the National Collegiate Athletic Association (NCAA) Men’s Midwest Regional Basketball Tournament held at the CenturyLink Center (CLCO) on March 23 and 25 could be attributed to the team effort of MECA’s staff, Levy, the City of Omaha, the Public Works Department, the Omaha Convention & Visitors Bureau (OCVB), and Creighton University which included Mr. Kevin Sarver and his crew. It was truly a team effort, as this was the first time the State of Nebraska has ever hosted the basketball regionals. Successful events don’t happen unless everyone is working together. The City really showed well on the televised coverage of the event, especially as it was up against Boston, Atlanta, and Los Angeles. Mr. Dixon expects the NCAA to provide a report of how they viewed the event to be available in a few weeks, and he will communicate the information to the Board. All the feedback being received at this time has been positive, and the only known problem was with the shot clock, but it managed to make it through over-time.

Chairwoman Duren noted that it was a great event and she felt the press spoke very highly about Omaha.

**Other Business:**

**Convention Center Sales & Marketing Update**

Ms. Denise Niebrugge stated that there are currently 137 events on the books, utilizing 256 event days for the fiscal year 2017-2018. Since the March 16, 2018, Board meeting, 21 events with over 36 event days and over 12,500 hotel room nights have been added. Three of these events are new citywides. In addition, nine license agreements have been signed.

## **Corporate Sales & Marketing Update**

Mr. Tom O’Gorman stated that work continues on securing an agreement for naming rights. MECA’s consultants, Professional Sports Partners, have done a good job of facilitating, as MECA started out with approximately 40 prospective companies and now has it narrowed down to ten. Mr. O’Gorman is confident that they will move to the next step rather quickly.

There is only one client left for renewal of their TD Ameritrade Park Omaha (TDAPO) Club seats. They may look to replace them if they are unable to secure the renewal.

An announcement for a new event will be made on Monday, April 16, and another announcement will be made on the following Monday, April 23. Efforts to book new events are going very well and 2019 looks to be lining up nicely.

## **Operations and Technology Update**

Mr. Kevin Raymond was very pleased how the NCAA Men’s Midwest Regional Basketball Tournament was executed. As Mr. Dixon previously mentioned, there was a minor, unforeseen issue on Sunday evening with the shot clock. Mr. Raymond wanted to recognize and thank Mr. Gino Meyer and his staff, who did an outstanding job of remaining very calm and diligently working through the issue with an out-of-the-box solution. As far as anyone knew in the arena, there was no issue at all. Team members worked closely with Creighton University, the NCAA, and Committee members. Mr. Raymond heard nothing but good things about the facility, the City of Omaha and MECA’s staff. He is very proud that it went off extremely well. Mr. Raymond also noted that although the first time the walk-thru metal detectors were implemented was for the Kid Rock concert, the basketball fans were able to pass through the security lines fairly quickly for the tournament. Additional adjustments will continue to be made to increase the speed and ease of which guests can enter the facility.

Chairwoman Duren stated that everyone did an outstanding job in executing the event. She also inquired if the shot clock would need to be replaced. Mr. Raymond confirmed that it will need to be replaced and the Board will see the expense in the budget. Mr. Kelley also agreed that the facility did an unbelievable job on this event. The only potential negative he saw was a comment on the size of CLCO’s auxiliary locker room. Mr. Raymond stated that the larger teams seem to draw more media and the room can then become somewhat overcrowded, but he didn’t believe it was a huge issue. Mr. Dixon noted that there are very few facilities that have large auxiliary locker rooms unless the arenas are hosting National Basketball Association (NBA) and National Hockey League (NHL) type events, and most other locker rooms will be equivalent to CLCO. There are two auxiliary rooms available, but one was used for the officials.

Mr. Kelley also inquired about the planning process for the Big Ten Baseball Tournament. Mr. Raymond responded that everything is right on schedule. Creighton University has finally started playing baseball, and the MECA staff is getting experience with the new clear bag policy and wandung guests. These games offer a chance to make changes in the process and be ready for the Big Ten and the Men’s College World Series (CWS).

Mr. Raymond and Mr. Joel Lauffer, MECA’s Security Manager, flew to San Antonio a few days prior to the NCAA Men’s Final Four Basketball Championship for an on-site learning experience, watching how security was set up before and handled during the event. It was a very productive trip with informative meetings with consultants that conduct security for the venue as well as the NCAA. There was an opportunity to review the processes that MECA has already implemented, as well as guidance on how to move forward in the future.

### **Levy Food & Beverage Update**

Ms. Chris VanDorn reported the NCAA Men's Midwest Regional Basketball Tournament was a tremendous success for Levy as well. It's nice to see when a team's efforts, planning and preparation payoff in the execution of an event. The food and beverage sales were extremely strong. This tournament had half the number of games that were here in 2015, but Levy reached just over 75% of 2015's total sales. To put that number in perspective, the amount of food sold during the tournament for those two days in concessions were higher than any single month's total concession food sales for this entire fiscal year, outside of the month of February. The NCAA Tournament was pretty significant in terms of volume. Levy also received numbers from both Event One, who handles all of the NCAA merchandise, and IMG Communications, who prints all the programs, that merchandise and program sales at CLCO were the highest of any regional site, which included Omaha, Los Angeles, Boston and Atlanta. This was a huge feat as well, and obviously due to strong support from the community and the great teams hosted at CLCO. The fun food items that were rolled out for the tournament were very well received. Levy sold over 1,000 of those items over the course of two days. The biggest seller was the Midwestern Banh Mi house smoked brisket, of which Levy sold over 500 sandwiches.

Ms. VanDorn announced that Levy has filled both of the open management positions in accounting and banquet. The new associates have been in their new positions for a couple of weeks and are doing fantastic jobs. Levy is happy to be back to full staff as they prepare for the next couple of busy months.

Looking ahead to this week, April 9 – 13 the Levy Corporate Diversity and Inclusion Council is hosting an inclusion week. It is a week dedicated to creating an inclusive workplace environment. This year's theme is "We Ignite" and the focus is to reinforce individual and collective responsibility to create positive change and practice inclusive behaviors. All Levy properties are participating in some fashion throughout the week. Here in Omaha, Ms. VanDorn is encouraging team members to recognize each other through their "appreciation station shout-out cards", and there will be a raffle type drawing at the end of the week. On Friday "We Ignite" inclusion baseball caps are being distributed to all associates that are working. A team photo will be taken and shared on social media. Participation is also being encouraged for the next Levy Cares project, which is a blood drive in May. In addition, Ms. VanDorn noted that Associates are also invited to share their heritage through food. The culinary department will then put together a cookbook with a collection of all the recipes.

### **Public Relations Update**

Ms. Kristyna Engdahl stated that the NCAA Men's Midwest Regional Basketball Tournament afforded CLCO a lot of great public relations (PR) opportunities on many different levels, both before and after the games. Media outlets were monitored across the country and found to be bragging-up or speculating about the caliber of games Omaha would host. MECA's security policies were also prominent in publications and across the Internet, which proved to be very helpful when the fans arrived for the weekend. Ms. Engdahl was happy to see guests on social media and visiting members of the media touting a great experience at CLCO. It seems the perception of the entire event was a success; and MECA would have to agree!

Chairwoman Duren noted that the Board would like to have a report of the financial impact the tournament had on the City of Omaha. Ms. Engdahl added it would also be great to know how much publicity value was gained as well, especially since it seemed to be discussed frequently on social media. Mr. Dixon stated that Mr. Keith Backsen with the OCVB will see what they can do to provide this information to MECA.

The Harlem Globetrotters team sent a player representative to Omaha for an entire day of public appearances before playing basketball on April 6. A wonderful day was spent visiting local hospitals, giving demonstrations, and brightening up a lot of sick children's afternoons. They received a lot of pre-show chatter on social media, and some really positive stories in the news which also helped promote their event. Some of the children enjoyed their afternoon visit with the player so much they made arrangements, and overcame obstacles, to physically come to watch the game.

Ms. Engdahl reported that a significant number of media have been on location during the arena transformation for the International Omaha. This event has generated a considerable amount of interest and there will be opportunities for even more publicity throughout the week. There will be some early morning live-shots, which will help this event get in front of families who will really enjoy all the equestrian events – both free and ticketed!

Lastly, MECA is working with CWS, Inc. and their PR team, planning the clear bag message for TDAPO. A meeting was held and a multi-point communication plan was developed. This plan incorporates both social and traditional media outlets. Ms. Engdahl anticipates there will be more information to share about the process next month.

### **Committee Updates:**

#### **Internal Governance Committee**

Ms. Dana Washington reported that the Internal Governance Committee met on Monday, April 9, 2018, at MECA's offices. In attendance were Ms. Washington, Chairwoman Duren, Mr. Robert Freeman, and Ms. DeAnn Olsen. The Committee reviewed the January and February 2018 Financial Statements. After overviews from and discussions with Ms. Olsen, the Committee found the report to be reasonable compared to plan and prior periods, and consistent with standard MECA accounting practices. Ms. Washington noted that there weren't as many seat donations because most were received in the month of December.

The Committee also reviewed the investment statements and found them to be reasonable and consistent with policy.

Finally, the Committee reviewed and discussed a draft of MECA's tax returns.

#### **Real Estate Committee**

There was no update for the Real Estate Committee as Mr. Noddle could not be in attendance.

Chairwoman Duren was happy to announce that MECA's esteemed counsel, Mr. Freeman, was inducted into the Commercial Real Estate Hall of Fame last week. The Board congratulated Mr. Freeman on his award.

### **Contract Approvals:**

Chairwoman Duren indicated there are two contracts requiring approval.

#### **CLCO**

##### **Doll Construction**

**RESOLVED**, that the Agreement between MECA and Doll Construction for the removal, disposal and installation of concrete in the Aksarben Terrace area of CLCO, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreement following its finalization in a form reasonably approved by counsel.

Chairwoman Duren invited public and Board comment and asked for a motion.

Moved by Ms. Washington seconded by Ms. Buffett.

Motion carried: 4-0

### **TDAPO**

#### **Mechanical, Inc.**

**RESOLVED**, that the Agreement between MECA and Mechanical, Inc., to repair three boilers at TD Ameritrade Park Omaha, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreement following its finalization in a form reasonably approved by counsel.

Chairwoman Duren invited public and Board comment and asked for a motion.

Moved by Ms. Buffett seconded by Ms. Washington.

Motion carried: 4-0

### **Election of Officers**

**WHEREAS**, the following slate of officers is proposed to serve for the designated terms.

**NOW THEREFORE BE IT RESOLVED**, that the following are elected as officers of MECA for the indicated terms and until their successors are duly-elected and qualified:

Chairwoman:	Diane Duren - 2 years	(May 1, 2018-April 30, 2020)
President/CEO:	Roger Dixon – 1 year	(May 1, 2018-April 30, 2019)
Vice Chair:	Jay Noddle - 1 year	(May 1, 2018-April 30, 2019)
Treasurer:	Dana Washington - 1 year	(May 1, 2018-April 30, 2019)
Secretary:	Tom Kelley - 1 year	(May 1, 2018-April 30, 2019)
Assistant-Secretary:	Robert L. Freeman – 1 year	(May 1, 2018-April 30, 2019)

Moved by Ms. Washington, seconded by Ms. Buffett.

Motion carried: 4-0

### **Next Board Meeting**

The next MECA Board of Directors Meeting is scheduled for Thursday, May 17, 2018, at 1:00 p.m. in the MECA Board Room.

**Executive Session**

Chairwoman Duren stated the time is 8:23 a.m. and invited a Motion to enter into closed Executive Session for purposes of discussing personnel, real estate and potential claims matters.

A Motion to go into Executive Session for these specified purposes was made by Ms. Buffett seconded by Ms. Washington.

Motion carried: 4-0.

**Adjournment**

At 8:38 a.m. a motion was made to adjourn, made by Mr. Kelley, seconded by Ms. Buffett.

Motion carried: 4-0

Adjournment (8:38 a.m.)