

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION  
AUTHORITY BOARD OF DIRECTORS MEETING – JUNE 11, 2019**

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 8:45 a.m. on June 11, 2019, in the MECA Board Room at CHI Health Center Omaha, 455 N. 10<sup>th</sup> Street, Omaha, Nebraska.

**Roll Call:**

Present: Chairwoman Diane Duren, Ms. Susie Buffett, Mr. Tom Kelley, Ms. Dana Washington, and Mr. Jay Noddle participated by telephone.

**Proof of Publication:**

Notice of the meeting was published in *The Daily Record* on June 4, 2019, and in the *Omaha World-Herald* on June 4, 2019.

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

**Approval of Minutes:**

Mr. Kelley moved for approval of the minutes of the May 16, 2019, MECA Board Meeting, seconded by Ms. Buffett.

Motion carried: 5-0.

**President/CEO Report:**

Mr. Roger Dixon stated that his focus continues to be primarily on the Tri-Park Complex project.

**Other Business:**

**Convention Center Sales & Marketing Update**

Ms. Denise Niebrugge stated that there are currently 141 events on the books, utilizing 243 event days for the fiscal year 2018-2019. Since the May 16, 2019 Board meeting, 10 events with over 21 event days and over 6,200 hotel room nights have been added. Two of these are new city-wide events coming to Omaha. In addition, 11 license agreements have been signed.

Typically, event scheduling for the Club Lounge becomes active after the completion of the National Collegiate Athletic Association (NCAA) Men’s College World Series (CWS). However, this year there has been an increase with 13 events being booked already and Ms. Niebrugge anticipates more inquiries following the CWS.

**Corporate Sales & Marketing Update**

Mr. Tom O’Gorman stated that since the last Board meeting on May 16, 2019, the focus of MECA has shifted to baseball.

The Big Ten Baseball Tournament at TD Ameritrade Park (TDAPO) did very well with Nebraska playing in the Finals.

The Major League Baseball (MLB) game between the Kansas City Royals and the Detroit Tigers is currently sold out with a few standing room only tickets left. The Detroit Tigers returned extra corporate tickets to the box office that have been released to the market. Mr. O’Gorman anticipates a complete sell out by game day on June 13.

Lastly, there were a few Club seats that came up for renewal at TD Ameritrade Park Omaha (TDAPO), but capacity is now at 100%.

Chairwoman Duren inquired if MECA planned to have bungalows in the front apron of CHI Health Center Omaha (CHIHCO) this year for CWS. Mr. O’Gorman stated the contract was not renewed due to the cost increase for the rentals. He noted that the NCAA opted to bring in bungalows for their use that would be located in Lot C.

### **Operations and Technology Update**

Mr. Kevin Raymond stated that fans in attendance for the Big Ten Baseball Tournament at TDAPO numbered nearly 17,000. It was a successful test run for the building and staff in preparation of the CWS which begins on June 15. There will be a few changes made that will be utilized for the Series.

There have been some changes incorporated for the MLB game. Differences worth noting include: the addition of a second camera window in the batter’s side box, replacement of the field lights on the four back light towers behind the stadium (basically all but the two in the outfield), adding a tarp in the outfield which extends the batters light box from the isle in six seats which will be blocked from the top down to the bottom of the field, and the addition of the walk-thru metal detectors. Late Thursday evening, the walk-thru metal detectors will be removed for the opening ceremonies and also for the kickoff of the CWS on Saturday.

At CHIHCO the light fixtures on the south end of the arena drum were replaced with new LED lights. This project will help avoid repairs and downtime that may be required during high-usage times.

Chairwoman Duren noted that in light of tragic events in recent news, it was good that MECA was proactive about purchasing walk-thru metal detectors last year.

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

Ms. Chris VanDorn stated that Levy closed May’s books last week, and the total revenues for TDAPO with Nebraska playing in the Big Ten Championship game this year exceeded budgeted amounts and prior year sales by 84% with a flow-through of 64%. The total revenues for CHIHCO exceeded budget by 38.1% with a flow-through of 78.3%. It was the second highest sales in the month of May since the building opened, with the only May being higher in 2015, when Garth Brooks performed back-to-back concerts in the building.

Levy's focus this week is on the ballpark, operations for the MLB game on Thursday, June 13 and the start of CWS on June 15. There are 22 supporting managers arriving on-site today to assist the food and beverage operation for the duration of these events.

The menu has been finalized for the media tasting that will follow Wednesday morning's press conference at TDAPO. Levy Chefs are excited to roll out some great new items for 2019. There are 20 items that will be featured this year. Some of Ms. VanDorn's favorites include: Pork Wings – three jumbo pork “wings” glazed in signature BBQ sauce; Lobster Truffle Fries – fries seasoned with black truffle salt and topped with lobster cheese sauce and finished with chives; Pimiento Cheese Pretzel Bites – toasted Bavarian, bite-sized pretzels smothered in a warm pimiento cheese sauce topped with bacon and chives; and, the Rosemary and Apple Pork Burger – hand crafted pork patty with fresh rosemary topped with BBQ mayo, cheddar cheese, peppered bacon and crispy fried apples on a pretzel roll. These items and more will all be available at concession stands throughout the concourse.

### **Public Relations Update**

Ms. Kristyna Engdahl anticipates a very busy couple of weeks ahead with CWS quickly approaching. There has been the usual interest from local media requesting to shoot advanced stories and specials; asking mostly about safety and security, which will include the clear bag policy and wandung guests upon entry, consistent with last year. There is also plenty of curiosity about the special food creations Levy's Chefs will prepare this year.

The annual CWS press conference is Wednesday, June 12 at 10:00 a.m. followed by the media tasting. Later, MECA will host an hour of media availability for MLB's 'Play Ball' event, which will give PACE (Police Athletics for Community Engagement) children the chance to learn about the game from their baseball heroes.

Ahead of the College World Series, MECA teamed up with NCAA, CWS of Omaha Inc. and Bozell Advertising Agency to shoot a handful of “CWS Insider” videos for use in both social media and potentially on TD Ameritrade Park's scoreboard. There are a few different videos, but the most notable one explains (in part) what happens during weather delays, the lightning countdown clock, and why it takes about 30 minutes to resume play. Ms. Engdahl hopes that by having an avenue to provide more information to guests, it will help clear up some confusion and facilitate patience among the fans.

A couple weeks ago, MECA welcomed back to Omaha the two-time Olympian and Olympic Gold Medal winner Katie Ledecky for a media event which announced that the 2020 USA Swimming Team Trial tickets will go on sale on July 1, 2019. MECA is currently planning another media event scheduled for July 1 to get that information into the community.

### **Committee Updates:**

### **Internal Governance Committee**

Mr. Tom Kelley reported that the Internal Governance Committee met on Monday, June 10, 2019, at MECA's offices. In attendance were Chairwoman Duren, Mr. Bob Freeman, Mr. Kelley, Ms. DeAnn Olsen, Mr. Dixon and Mr. Stephen Curtis, City of Omaha Finance Director.

The Committee reviewed the Year-to-Date and April 2019 Financial Statements, noting that MECA was ahead of budget. 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.

Mr. Kelley stated that the Tri-Park Complex entity was also performing ahead of budget. It is important to understand that there are two separate categories within the Tri-Park financials. One is donor designated for construction, and the second is donor designated for operations. There have been instances where MECA has had to fund some of the operational cost due to money being received slowly, even though those funds were in the bank. MECA received interest on the funds that were loaned.

Every effort is being made to ensure the Tri-Park Complex entity is kept separate from MECA. However, there will be situations where existing MECA staff will need to be utilized for Tri-Park activities. Mr. Freeman will prepare a shared services agreement for personnel administration where MECA staff must be engaged.

Chairwoman added her thanks to Ms. Dana Washington for serving on the Internal Governance Committee.

### **Real Estate Committee**

Mr. Noddle stated there was no report for the real estate committee. However, there has been activity in the downtown area to ensure the public and private construction projects are completed in roadways and sidewalks so that pedestrians and vehicles could move freely about the area without being impeded by construction during CWS.

### **Contract Approvals:**

Chairwoman Duren indicated there are two contracts requiring approval.

### **MECA**

Heartland Chevy Dealers Advertising Association, Inc.

**RESOLVED**, that the Advertising/Sponsorship Agreement between MECA and Heartland Chevy Dealers Advertising Association, Inc. for advertising at CHI Health Center Omaha, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized to execute the Advertising/Sponsorship 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 Mr. Kelley.

Motion carried: 5-0

### **CHIHCO & TDAPO**

#### **Lanoha Nurseries**

**RESOLVED**, that the Agreement between MECA and Lanoha Nurseries, Inc. to provide landscaping services at CHI Health Center Omaha and 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 Mr. Kelley seconded by Ms. Washington.

Motion carried: 5-0

#### **Next Board Meeting**

The next MECA Board of Directors Meeting is scheduled for Tuesday, July 16, 2019, at 8:45 a.m. in the MECA Board Room.

#### **Executive Session**

Chairwoman Duren stated the time is 8:58 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 Mr. Kelley.

Motion carried: 5-0.

#### **Adjournment**

At 9:13 a.m. a motion was made to come out of Executive Session, and to adjourn, made by Ms. Washington, seconded by Mr. Kelley.

Motion carried: 5-0

Adjournment 9:13 a.m.