

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION
AUTHORITY BOARD OF DIRECTORS MEETING – AUGUST 15, 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 8:40 a.m. on August 15, 2019, in the MECA Board Room at CHI Health Center Omaha, 455 N. 10th Street, Omaha, Nebraska.

Roll Call:

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

Proof of Publication:

Notice of the meeting was published in *The Daily Record* on August 8, 2019, and in the *Omaha World-Herald* on August 8, 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:

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

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon stated that in July he attended the International Association of Venue Managers (IAVM) for the 94th annual VenueConnect Conference and Trade Show in Chicago, Illinois.

VenueConnect hosted more than 2,000 professionals from a spectrum of public assembly venues including arenas, convention centers, amphitheaters, fairgrounds, performing arts centers, stadiums, universities, and more. This is the only conference that provides targeted education, brings attendees together to create valuable professional connections, explore new and innovative ideas in venue management and provides opportunity to learn from leaders in the industry.

Mr. Dixon was particularly interested in the Americans with Disabilities Act (ADA) presentation where new technology was shared for the hearing impaired. MECA’s campus remains ADA compliant, but new information is reviewed in an effort to stay ahead of the changes.

Chairwoman Duren commented that she recently became aware that websites could be accessible for the sight impaired community. Mr. Dixon noted that is an important factor for the blind community and even for the hearing impaired. MECA underwent changes in developing a new website and those requirements were factored into the Request for Proposal (RFP). MECA also recently entered into an agreement with Kevin McGuire to provide consulting services for state/local ADA access guidelines and codes for the design and operations of the MECA Tri-Park

Complex. He will aid in the development of ADA Best Practices/Policies and Procedures, disability-related staff training programs, interpreting/captioning issues, visitor experiences, and any other supporting accessibility components.

Other Business:

Convention Center Sales & Marketing Update

Ms. Denise Niebrugge reported that there are currently 110 events on the books, utilizing 217 event days for the fiscal year 2019-2020. Since the July 16, 2019 Board meeting, seven events and over 1,100 hotel room nights have been added. In addition, 11 license agreements have been signed.

While on the subject of ADA, Ms. Niebrugge noted that MECA has just secured the American Council for the Blind's annual conference here at CHI Health Center Omaha (CHIHCO). The association really likes the connection to the Hilton Omaha and ease of navigating between the two facilities.

Team Omaha, consisting of Keith Backsen, Cathy Keller, Matt Heck, Linsey Holmes, Mattie Scheeter and Mark Rath from the Omaha Convention and Visitor's Bureau (OCVB), Kristina Jacobs from Hilton Omaha, Jen Neid from Marriott at the Capitol District, and Theresa Contreras with MECA just returned from attending the American Society of Association Executives (ASAE) annual conference in Columbus, Ohio. The "Team" enjoyed a good turnout with 680 meeting planners and decision makers visiting into the Omaha booth, which featured giveaways of Omaha Steaks, craft beers and local body scrubs.

Corporate Sales & Marketing Update

Mr. Tom O'Gorman stated the National Basketball Association (NBA) has finally released their schedule which allows planning for the Creighton University's Men Basketball Big East Conference schedule.

MECA continues to work with NCAA on the final planning stages for the 2020 plan at TD Ameritrade Park Omaha (TDAPO).

Sponsorships at CHIHCO are down with one sponsor Blue Cross / Blue Shield choosing not to renew. Marketing is working to get back to 100%.

All session tickets for the 2020 U.S. Olympic Team Trials are selling very well. In a discussion with Mike Unger from USA Swimming, it was decided that tickets for the four-day plans will be released about six weeks early due to popular demand

Announcements for new shows at CHIHCO will be coming in the next month or so.

Operations and Technology Update

Mr. Kevin Raymond stated that summer is generally a time for deep-cleaning, maintenance and projects for operations. Staff has been focusing on the convention center and arena. Carpets are being shampooed, chairs extracted, rooms are being painted and sound panels repaired to prepare for the upcoming season. In the arena, a full-load electrical test was performed on the system to ensure it is ready for the start of Creighton University's men's basketball.

There are a few contracts on the agenda for Board approval today that address much-needed technology upgrades. Some of the IT items are original to the building and others are going on 8-9 years old.

Mr. Raymond took the opportunity to recognize Patti Gregoire's hard work and efforts for making the process of pre-bids, bids, agreements, and post-bids a success for MECA.

Finally, Mr. Raymond announced that Bill Butterfield has joined the operations team as the Director of Facility Operations. Bill brings a great deal of experience in facility maintenance and operations, and MECA hopes he will streamline operations.

Levy Food & Beverage Update

Ms. Chris VanDorn stated that this year's month of June also included the MLB game as well as the Home Run Derby which has historically been in July, so overall Food and Beverage sales for the month represent a 7.5% increase in top line revenues over last year. Levy generated an 8% increase in net profit dollars and a 73.9% flow-through compared to budget.

In reviewing numbers for the College World Series (CWS) by itself, sales were down 2% with the primary reason being the number of rain delays that occurred in 2018. The weather was far more cooperative in 2019.

The split for this year's sales was 44% food and 56% beverage; last year it was 45% food and 55% beverage. The break down year by year changes by revenue center: concessions up 8.5% over prior year, group sales catering down 15% (minimal rain delay orders, NCAA Levy Bucks instead of catered meal one day), club lounge up 20.6% (two cash bar locations moved to Point of Sale that are captured in club locations now instead of catering so a portion of this explains a portion of the variance in catering), suites up 6.4%, and InSeat service up 27.6% over prior year.

Operationally, the only major change going into the Series this year was the approval by the NCAA to change Levy's beer offerings to match the sizes offered for every other event in both buildings. This change allowed Levy to discontinue ordering the special sized cups just for the CWS and requiring menu changes from the regular season for beer pricing. Draft beer changed from 16 oz to 20 oz and domestic cans changed from 12oz to 16oz, and pricing aligned to \$8.00. All package craft beer stayed at 12 oz cans. The most significant impact noted as a result of this change was a larger demand for canned beer with a shift of beer sales increasing from 40% package in 2018 to 50% in 2019.

Another addition for this year's Series included a food and beverage tent at Gate 4 to help alleviate traffic at Batter's Box and Outfield stands during busier times. Sales at those locations exceeded

projections with no decrease in sales at the surrounding locations. The beverage portable at Gate 4 expanded from 10 feet to 20 feet of space, and to four points of sale instead of two to help with lines in high demand areas. This change resulted in an increase in sales at this location from 10,987 to 16,988 units which represents a 54.6% increase again with no decrease in beverage sales at surrounding locations. The craft beer offerings were added to additional locations this year which increased sales by 1200 units, and similar to last year, sales of craft beer made up 7.4% of total concession beer sales. Spiked seltzer was added as an option this year based on its popularity in the market. It was available in three locations and outsold wine, which was available in every fixed concession stand. Mobile ordering platform was added for InSeat and fans could order food to be delivered to their seat directly from their own Smartphone. The program was extremely user-friendly and very well-received. It was offered in addition to Levy's in person order takers they've had in the past. Mobile order sales accounted for the entire increase in InSeat sales year over year and Ms. VanDorn hopes to have it available with more exposure next year.

The highest selling item overall was bottled water with 76,863 bottles sold, which increased from last year's sales of 73k bottles. There was a total of 70 food choices throughout the stadium this year during the Series. Since Levy began reporting numbers, the same top seven food items have been consistent every year, but that changed slightly in 2019. This year chicken tenders fell to number eight. Sales volumes of the top seven items were: jumbo hot dogs – 37,119, peanuts – 25,585, waffle cones – 18,985, nachos – 17,818, pretzels – 17,554, cheeseburgers – 13,840 and regular Hot Dogs – 11,663. In total, Levy sold 265,909 food items this year and these top seven items account for 54% of all items sold.

Of the new specialty items added this year, the favorites were: Grand Slam Nachos (served in a box shaped like Home Plate) - 6,788, Loaded Polish Dog – 4,365, Hot Dog Sandwich – 1,725, Wonder Boy Dog – 1,159, and the Smokehouse BBQ Pork Sandwich – 1,040. Levy featured a total of 22 new signature food concepts for concessions this year and the total number of these food items sold was 22,186.

Reviewing and analyzing this data truly helps the Levy team make strategic decisions for next year. For example, data helps to ensure the highest volume items are available at as many locations as logistically possible, determines how to spread out the lines by strategically placing signature items equally throughout the concourse, tracks what sells best where, what is beneficial operationally, and what services are still needed.

At this point, Ms. VanDorn has nearly completed post CWS clean-up and finalizing shut-down of work areas at the Stadium. Focus has shifted to new season planning at CHIHCO.

Public Relations Update

Ms. Kristyna Engdahl reported that the *Omaha World Herald* gave a rave review of Chris Stapleton's performance in July. The article stated that the concert was regarded as "proof" that he is "better than his country peers" when he performed new and unrecorded music, providing a special experience for the sold-out crowd.

MECA once again welcomed Step-Up Omaha back onto campus. Step-Up Omaha is a program that provides inner-city students the opportunity to find summer employment, while providing a

certain set of standards for performance and behavioral expectations. Numerous MECA employees gave short presentations outlining positions within the company that make day-to-day operations possible, time lapse videos of event set-up were shown, and participants learned how to get paid to utilize social media. Following the presentations, students embarked on tours of both facilities. Ms. Engdahl expressed a huge thank you to all staff-members who volunteered their time to be a part of the presentations, and the dozens of tour guides who lead several tours throughout the day.

The NCAA was briefly in town to discuss marketing and PR tactics for the 2020 CWS last week. They were pleased with this year's media coverage and hope to replicate that in the future and perhaps even apply lessons learned from Omaha to other championships across the country. Additionally, discussions are already underway for the TD Ameritrade Park Omaha 10-year anniversary, and the possible ways to commemorate and celebrate the occasion.

Committee Updates:

Internal Governance Committee

Mr. Tom Kelley reported that the Internal Governance Committee did not meet in August. There will be an update from this Committee at the next Board meeting on September 16.

Real Estate Committee

Mr. Jay Noddle noted that the Urban Core Committee has been meeting regularly, and there have been numerous discussions and meetings on the scope of some of the new development sites.

Contract Approvals:

Chairwoman Duren indicated there are seven contracts requiring Board approval.

CHIHCO

Oak View Group / PetSmart

RESOLVED, that the Advertising/Sponsorship Agreement between MECA and OVG/PetSmart 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.

Mr. Noddle inquired if this was the first agreement of this type by OVG. Mr. Dixon stated that it is the first and the Board should look for more national sponsorships to come.

Moved by Mr. Noddle seconded by Ms. Buffett.

Motion carried: 5-0

Children's Hospital & Medical Center Omaha

RESOLVED, that the Advertising/Sponsorship Agreement between MECA and Children's Hospital & Medical Center Omaha 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.

Chairwoman Duren recused herself from the vote due to a possible conflict of interest.

Moved by Mr. Noddle seconded by Mr. Kelley.

Motion carried: 4-0

Electronic Contract Company

RESOLVED, that the Agreement between MECA and Electronic Contracting Company to upgrade the sound system in the convention center 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 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. Noddle.

Motion carried: 5-0

Alpha Video and Audio, Inc.

RESOLVED, that the Agreement between MECA and Alpha Video and Audio, Inc. to upgrade the sound system in the arena 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 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. Noddle seconded by Ms. Buffett.

Motion carried: 5-0

CHIHCO & TDAPO

ConvergeOne

RESOLVED, that the Agreement between MECA and ConvergeOne to upgrade the VoIP phone system at both 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 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 Mr. Noddle.

Motion carried: 5-0

Inotek

RESOLVED, that the Agreement between MECA and Inotek to provide 150 PC Workstations and 175 monitors for 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.

Mr. Noddle asked if Inotek was an Omaha based company and where the new equipment would be placed. Mr. Raymond responded that yes, they are based in Omaha and the new equipment would go to all the staff.

Moved by Ms. Washington seconded by Mr. Kelley.

Motion carried: 5-0

REDiTECH

RESOLVED, that the Agreement between MECA and REDiTECH to provide network servers and data storage for 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 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: 5-0

Next Board Meeting

The next MECA Board of Directors Meeting is scheduled for Monday, September 16, 2019, at 1:15 p.m. in the MECA Board Room.

Executive Session

Chairwoman Duren stated the time is 9:11 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 9:50 a.m. a motion was made to come out of Executive Session, and to adjourn, made by Ms. Washington, seconded by Mr. Noddle.

Motion carried: 5-0

Adjournment 9:50 a.m.