

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
JULY 13, 2022**

A meeting of the Board of Directors of MECA Tri-Park Complex, LLC, a Nebraska limited liability company, was called to order by Chairwoman Diane Duren at 9:00 a.m. on July 13, 2022.

Roll Call:

Present or participating via teleconference were: Chairwoman Diane Duren, Ms. Susie Buffett, Mr. Ben Gray, Mr. Tom Kelley, and Mr. Jay Noddle.

As a reminder, during the continuing pandemic, both the City and State had waived applicability of the ‘public meeting’ requirements that would otherwise apply, and therefore all Board members who were attending the meeting by telephone were eligible to participate.

Proof of Publication:

Notice of the meeting was published in *The Daily Record* on July 6, 2022, and in the *Omaha World-Herald* on July 6, 2022.

Approval of Minutes:

Mr. Gray moved for approval of the minutes of the June 14, 2022, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Kelley.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon provided a Parks Update for Ms. Katie Bassett who was unavailable to attend.

Opening weekend at Gene Leahy Mall was a success with The RiverFront welcoming over 50,000 visitors in the first four days, and it has not slowed since the fences came down. Positive comments could be heard throughout the park on how happy everyone is with the new amenities and how much they are enjoying the park.

The entire staff did an amazing job – all really stepped up and made the opening a great weekend. Additional help was appreciated from the CHI Operations crews, part time staff, and other MECA employees who pitched in to achieve this accomplishment.

There were some minor items that need to be adjusted including: a few items at the Cascades, which is considered a public pool so there are chemical levels that must be maintained; some stone adjustments at the Wind Sculpture reflecting pool; and adjustments to the spring mechanism in the swings. The springs failed over the first weekend which allowed individuals to push the swings past their limits creating a situation where bolts were not secure causing a shut down. Landscape Structures (the company who fabricated the swings) has been repairing and testing, with plans to have them open by the end of the week. Additional signage will be installed throughout the site.

Heartland of America Park and Lewis & Clark Landing continue to progress with the Farnam Pier being set in place. The skate ribbon continues to take shape with the site walls being poured.

Construction continues on the restroom and support buildings in both parks including limestone cladding.

Mr. Gray stated that you can look at the drawings, schematics, and renderings but there is no comparison to seeing the facility open in person. Omaha is in the game to compete with major cities throughout the country. Mr. Kelley echoed Mr. Gray's positive comments, stating the park is unbelievable and a huge asset to Omaha; it will only get better when Heartland of America Park and Lewis & Clark Landing are completed. Mr. Noddle noted that the park is beyond all expectations. The staff did a great job on the opening weekend and continues to do great dealing with glitches, etc. which are normal. The focus is on a great asset and ongoing repairs. Everyone should be congratulated. Chairwoman Duren added that the press on the event was spectacular.

Other Business:

Public Relations Update

Ms. Kristyna Engdahl stated the lead headline this month is undoubtedly the success of Gene Leahy Mall at The RiverFront's grand opening weekend.

Various means of promotion were pursued, including paid marketing such as billboards, bus ads and radio spots. The RiverFront also benefited from several earned media opportunities, which included a 30-minute special on KETV Chronicle, which airs on Sunday mornings. Additionally, KETV, WOWT and KMTV all had live reports from Gene Leahy Mall the morning of Friday, July 1. KETV, for example, did several stories to commemorate the grand opening, including spotlights on the live music, plant life and artwork within the park.

The ribbon cutting on July 1 was widely attended by stakeholders, the media and some honorary guests such as Mayor Gene Leahy's family. Turnout for the weekend's events surpassed all expectations.

The coverage post grand opening weekend has continued to be positive. There were multiple articles in the *Omaha World-Herald* which included quotes from individuals who identified as skeptics, marveling in the redesign. One favorite is an article from their former editorialist Mike Kelly, who penned a glowing opinion about Gene Leahy Mall; writing, "[l]ast weekend I walked among an estimated 50,000 attending some of the four-night grand-opening events. Like most everyone else, I liked it. A lot. The new [Gene] Leahy Mall is almost magical."

Media monitoring definitely translated for that first weekend reaching approximately 158.9 million people, in just over the course of those four days, with 397 unique placements. That's a publicity value of about \$445,000. On top of that, sentiment registered as 99.0% positive, with just 1.0% coming back as neutral.

Coverage has shifted over the last week or so, with some of the permanent park amenities requiring repair, which has sparked a lot of public and media curiosity. MECA is working to be transparent about ongoing efforts on The RiverFront's social media, and also have made signs to put on park features when work is ongoing.

Prior to Gene Leahy Mall's grand opening, media was invited back into the park to see the Sculpture Garden artwork installation, which again enjoyed participation from all local affiliates,

even with the Men's College World Series happening right down the street. In late June, program partners helped to echo and promote information about The RiverFront which proved to be effective.

Both Ms. Bassett and Ms. Engdahl continue to pursue and accept in-person presentation and engagement opportunities, with the reminder that while Gene Leahy Mall is undeniably wonderful, there are still two more phases of The RiverFront to come. Presentations have been made to several of Mayor Stothert's specialized committees, including the Millennial Advisory Committee and Diversity, Equity and Inclusion Committee. Stakeholders like Gallup have also been addressed.

Contract Approvals:

Chairwoman Duren indicated there are three contracts requiring approval.

Benjamin Vector Studios, Inc.

RESOLVED, that the Agreement between MECA Tri-Park Complex, LLC and Benjamin Vector Studios, Inc. for a bronze art statue in Lewis & Clark Landing, as more specifically set out 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. Gray.

Motion carried: 5-0

MR Global Productions

RESOLVED, that the Agreement between MECA Tri-Park Complex, LLC and MR Global Productions for added elements for the capital installation of the Digital Media Initiative at Gene Leahy Mall, as more specifically set out 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. Gray seconded by Mr. Kelley.

Motion carried: 5-0

Heroes Holiday Lighting

RESOLVED, that the Agreement between MECA Tri-Park Complex, LLC and Heroes Holiday Lighting to provide all labor and equipment to install, monitor and remove lighting in Gene Leahy Mall at the RiverFront during the 2022 holiday season, as more specifically set out 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 Mr. Gray.

Motion carried: 5-0

Next Board Meeting

The next Board of Directors Meeting is scheduled for Monday, September 12, 2022, at 1:00 p.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time is 9:22 a.m. and invited a Motion to adjourn. A motion to adjourn was made by Mr. Gray seconded by Mr. Kelley.

Motion carried: 5-0.

Adjournment 9:22 a.m.