

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC  
BOARD OF DIRECTORS MEETING  
SEPTEMBER 12, 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 1:00 p.m. on September 12, 2022.

**Roll Call:**

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

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 September 5, 2022, and in the *Omaha World-Herald* on September 5, 2022.

**Approval of Minutes:**

Mr. Gray moved for approval of the minutes of the July 13, 2022, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Kelley.

Motion carried: 4-0.

**President/CEO Report:**

Mr. Roger Dixon stated he has been working closely with Ms. Katie Bassett on a few issues encountered at The RiverFront.

**Other Business:**

**Park Update**

Ms. Katie Bassett reported that in the first two months of the opening at Gene Leahy Mall, over 200,000 visitors were welcomed into the park. A variety of events post opening weekend have been held, including fitness and art classes, dance lessons, birthday parties, family reunions, movie nights and even a weekly miniature boat launch. The RiverFront has hosted over 240 events and programs. The entire team has done an exceptional job activating and maintaining this public space. As expected, there were a few adjustments made throughout the park once it was up and running.

Heartland of America Park is beginning to take shape with the placement of decorative concrete around the lake’s edge and deck of Farnam Pier. Trees are going in on the edges near ConAgra campus, the lake’s edge and the Douglas Street extension. Large white blocks, which are lightweight fill, are being installed by the Pier. The skate kiosk, restrooms, skate rentals and support buildings are nearing a point where work will be able to continue on the inside during winter.

There has been a lot of development at Lewis & Clark Landing. The restroom building is taking shape, foundations have gone in, and trees planted throughout the park. Planters along the river's edge are being formed and poured. Plants and trees are being installed in the planters at the Urban Beach.

The construction team continues to push forward on both Heartland of America Park and Lewis & Clark Landing during this critical time frame with favorable weather conditions.

Mr. Kelley inquired if the Luminarium opening will coincide with the opening of Lewis & Clark Landing. Ms. Bassett responded that the Luminarium is set to open spring 2023, and the park will be opened late summer 2023.

Chairwoman Duren asked how attendance was captured at Gene Leahy Mall. Ms. Bassett stated Park Ambassadors are doing a click and count, with attendance being tracked morning, afternoon, and evening. The estimate of 200,000 is a very conservative number.

### **Public Relations Update**

Ms. Kristyna Engdahl stated there has been a lot to talk about at Gene Leahy Mall; between various activities facilitated by numerous community partners, to self-produced events at The RiverFront. The programming team has been very busy which has afforded the park opportunities to capitalize on promotion.

For example, last week a press release was distributed promoting Critter Chat in conjunction with the experts at Scatter Joy Acres. Visitors of all ages had the chance to meet and interact with a Nigerian dwarf goat last Wednesday, and this week a kangaroo will be in the park, accompanied by a fun and educational presentation. We know the community has interest in these events, after the coverage received when Maverick the "Hump Day Camel" came and strolled through the park in mid-August.

This morning a press release was sent in promotion of Safety Saturday on September 17, which will feature a number of community agencies to educate on items such as car seat safety, fire safety, youth emotional wellness and other important topics. Another press release will go out next week to generate excitement for FIDO Fest, which will include a number of vendors and resources for pet owners.

Additionally, Gene Leahy Mall at The RiverFront was invited to be a destination in the Tourism Commission's Visit Nebraska Passport: Holiday Edition. Visitors traveling the state in search of holiday cheer will be directed to the park where they can enjoy its holiday lights or take advantage of the wintertime programming that will be available and published on The RiverFront's online events calendar. The RiverFront is partnering with Tannenbaum Christmas Shoppe in the Old Market, which will be the physical locations that passport travelers can receive their stamp.

The RiverFront's newsletter has officially transitioned from a monthly, to a weekly publication, which is filled with the daily events that Gene Leahy Mall has to offer.

MECA's most recent media monitoring efforts show us reaching 35 million people for a total publicity value of about \$325 thousand with most of that pickup happening in Nebraska. There

have been strong showings in local media outlets throughout the summer with articles appearing in the western half of the state, too.

Lastly, in the next month MECA anticipates providing media with an opportunity to tour Heartland of America Park and Lewis & Clark Landing where they may document the progress occurring in those two parks. It will be a good reminder that while Gene Leahy Mall has been a wonderful success, there are still two more parks to come.

**Contract Approvals:**

Chairwoman Duren indicated there are no contracts requiring approval.

**Next Board Meeting**

The next Board of Directors Meeting is scheduled for Wednesday, October 12, 2022, at 9:00 a.m. in the MECA Board Room.

**Adjournment**

Chairwoman Duren stated the time is 1:13 p.m. and invited a Motion to adjourn. A motion to adjourn was made by Mr. Gray seconded by Mr. Kelley.

Motion carried: 4-0.

Adjournment 1:13 p.m.