

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
NOVEMBER 14, 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 Monday, November 14, 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 November 7, 2022, and in the *Omaha World-Herald* on November 7, 2022.

Approval of Minutes:

Mr. Gray moved for approval of the minutes of the October 12, 2022, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Noddle.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon stated that Gene Leahy Mall at The RiverFront was selected for the highest honor, The Laurels Award, which was presented on November 10 by Omaha By Design. The Laurels Awards recognizes an individual, organization or business that contributes in furthering people-centered urban design and policy. MECA, alongside its partners, was recognized for leading this transformative investment in a public space.

Other Business:

Park Update

Ms. Katie Bassett reported the colder weather and reduced park attendance has provided the team an opportunity to transition into winter operations. Drinking fountains and irrigation systems have been winterized, plants (mostly aquatic) have been trimmed back and adjustments for daylight savings were made to the lighting system. Lighting has been an issue, but adjustments are being made.

Video production has returned to Gene Leahy Mall with fall themed shows playing on Fridays and Saturdays in October and November. The team is excited to debut the all-holiday show and winter video wall that will kick-off on Thanksgiving evening.

The trees around Gene Leahy Mall have been wrapped with white holiday lights in conjunction with the holiday lights festival later this month. Three- and four-foot round holiday ornaments will be placed around the park as well as a 30' holiday tree to be placed in the center of the Downtown Green. There will be ongoing holiday events throughout December.

The construction team continues to make progress at Heartland of America Park and Lewis & Clark Landing with focus shifting into winter operations. There is a significant amount of cold weather work that will happen through the remainder of the year and into 2023.

The 150' flagpole in Heartland of America Park was installed with a 30' x 60' flag being flown as a test in honor of Veterans Day.

Public Relations Update

Ms. Kristyna Engdahl stated in mid-October The RiverFront offered media tours of Lewis & Clark Landing and Heartland of America Park with full participation from all local outlets. Reporters and photographers were given the opportunity to see the latest progress within each area and learned about the features and amenities still to come. Stories appeared in multiple broadcasts across every channel, including an update in the *Omaha World-Herald* as well as a photo essay featuring some exciting drone shots. It demonstrated the success of Gene Leahy Mall, and it was a good reminder about what's still to come with these two parks.

The programming team continues to successfully activate the park, providing plenty of material for press outreach and public awareness initiatives. A mid-October press release generated a substantial amount of advance coverage for "It's Fall Y'all", bringing in thousands of people to the park and generating an exciting buzz on social and traditional media channels.

Later this week, Gene Leahy Mall at The RiverFront will be an official stop on the Nebraska Tourism Commission's first Holiday Passport. The Nebraska Passport is generally a summertime program, however this winter there are various locations around the state selected for their holiday offerings. On Tuesday, November 15 Visit Nebraska will invite media to an official kickoff for the Holiday Passport Program, where 'Runza Rex' will stop by Gene Leahy Mall with his own larger-than-life passport booklet to receive the very first stamp.

In that same spirit, several requests have already been received for information regarding holiday lights in the park. MECA is prepared to support the City of Omaha's official announcements on Thursday, November 17 with The RiverFront's media materials regarding dazzling decorations and wintertime activations happening in Gene Leahy Mall.

MECA's media monitoring efforts for September caught 116 mentions reaching 23 million people through a variety of stories and publications: that's a total publicity value of about \$211,000. Some notable pickup included HGTV, where Omaha ranked among "The Best 20 Mid-Size Cities in the United States" (in no particular order). The RiverFront was mentioned as a catalyst for that selection; that article alone reaching 6 million people on a national scale. Multiple stories from the *Omaha World-Herald* and local publications primarily supplied MECA with significant reach with plenty of positive publicity.

October was a great month, with 218 mentions, reaching about 173 million people, which provided a total publicity value of \$1.6 million with pick-up in 20 states. That tour of Lewis & Clark

Landing and Heartland of America Park had the largest translation and was even syndicated in Yahoo! News and Yahoo! Finance, reaching thousands of people with that article alone.

Chairwoman Duren inquired if there would be fireworks on New Years Eve. Ms. Engdahl responded, yes but they will be shot off from Lot D at CHI Health Center Omaha.

Contract Approvals:

Chairwoman Duren indicated there is one contract requiring approval.

HDR Engineering, Inc.

RESOLVED, that the Amendment to the Architectural and Engineering Services Agreement between MECA Tri-Park Complex, LLC and HDR Engineering, Inc. for several additional design elements to the overall project, as more specifically set out on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized to execute the Amendment 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 MECA is nearing the end of receiving amendment requests for the project. Ms. Bassett responded that yes, there shouldn't be many more.

Moved by Mr. Noddle seconded by Mr. Gray.

Motion carried: 5-0

Next Board Meeting

The next Board of Directors Meeting is scheduled for Wednesday, December 14, 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. Kelley seconded by Mr. Gray.

Motion carried: 5-0.

Adjournment 1:14 p.m.