

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
JANUARY 13, 2023**

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 Friday, January 13, 2023.

Roll Call:

Present 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 January 6, 2023, and in the *Omaha World-Herald* on January 6, 2023.

Approval of Minutes:

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

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon stated that the Kiewit Luminarium was recently toured with Mayor Jean Stothert. This 82,000-square-foot building, scheduled to open in April 2023, is located within The RiverFront. The tour also provided an opportunity for unique views of construction of the new playground in Lewis & Clark Landing.

Other Business:

Park Update

Ms. Katie Bassett reported that since the July 1, 2022, opening at Gene Leahy Mall, approximately 450,000 guests have visited the park, and over 400 programs and activations have been hosted.

The team is looking forward to opening the remainder of The RiverFront’s parks and working hard to build out the event calendar for a very active programming year.

Focus remains on finishing the project while being as efficient as possible. The team has been forecasting, putting out bids and working with subcontractors to ensure preparedness for work to begin once the weather is favorable.

The building structures at Lewis & Clark Landing and Heartland of America Park have been sealed so interior work can be completed. The three play towers in Lewis & Clark Landing have been erected.

Infrastructure work has begun for Lewis & Clark Landing's parking lot replacement in order to be finished before the Kiewit Luminarium opens in April.

The Douglas Street extension has been completed, allowing connection with Riverfront Drive across the new railroad crossing.

Public Relations Update

Ms. Kristyna Engdahl stated that public outreach continued throughout the holiday season, with multiple events drawing crowds down to The RiverFront, the first being the Holiday Lights Festival. MECA collaborated with a number of community partners to not only facilitate the event, but also helped to orchestrate the annual lighting ceremony and subsequent media materials and availabilities. The Holiday Lights Festival enjoyed substantial advance coverage, with a lot of excitement regarding the return of holiday lights to Gene Leahy Mall for the first time since 2018.

Immediately on the heels of that event, multiple press releases were distributed regarding "Holly Days" at The RiverFront, promoting the many activations that the park's programming team organized for two events on December 3 and December 10. The public was invited to visit Santa (and Mrs.) Claus, enjoy holiday story time featuring Christmas, Hannukah and Kwanzaa tales, enjoy mini train rides, decorate cookies and more. This event also garnered substantial advanced coverage and even had pick-up on local social media influencers' pages ahead of the event.

In late November, *Midwest Living*, a regionally circulated publication, began considering The RiverFront for their spring opener travel section of 2023. Narrative and some favorite photos were provided for their use, both promoting Gene Leahy Mall's current status and the other two parks to come. In late December, MECA was notified that The RiverFront had made the cut and will be included in this exciting feature. *Midwest Living* is published quarterly and reportedly reaches 4.1 million readers, primarily in 12 Heartland states.

Also back in December, media was invited to view one of the finishing touches at Gene Leahy Mall – the installation of a bronze head by Jun Kaneko on the east end of the pond. The RiverFront once again enjoyed participation from all local outlets, with an opportunity to promote the importance of free public art. It was cold and blustery, and the installation process timely and methodical, but the *Omaha World-Herald* noted that the 6,000 pound, 16-foot-high piece "packs a 'wow factor'".

The RiverFront was also included in several year-end articles, everyone from KMTV to the *Midlands Business Journal*, celebrating Gene Leahy Mall as one of the major milestones for Omaha in 2022 and denoting what's to come in 2023 (with Heartland of America Park and Lewis & Clark Landing). MECA is still awaiting media monitoring numbers for December.

Looking back in early November, media monitoring efforts caught 35 mentions reaching 8.7 million people through a variety of stories and publications, which is a total publicity value of about \$80,000. Some notable pick-up included a blog entry on *TravelAwaits* where Gene Leahy Mall at The RiverFront is one of the "11 Best Things To Do In Omaha, Nebraska". Holiday lights

coverage from the *Omaha World-Herald* alone reached 3.9 million people, all with positive publicity value.

Contract Approvals:

Chairwoman Duren indicated there are no contracts requiring approval.

Contracts Recently Awarded:

The Construction Manager, Kiewit Infrastructure Company (KIC), has awarded the following bids on the indicated portions of the Tri-Park Complex Project, LLC. KIC is following a process to bid out any work over \$20,000 and submit their recommendations from the bids received to MECA management, who will approve same and apprise the Board of all such recent activity.

The following recent Bids have been awarded:

- Portable toilets for construction
- Lewis & Clark Landing parking lot replacement
- Lewis & Clark Landing added demolition and grading
- Construction mobile offices
- Heartland of America Park and Lewis & Clark Landing buildings
- Heartland of America Park fountain start-up, maintenance and commissioning
- Sand based soil testing
- Street sweeping

Next Board Meeting

The next Board of Directors Meeting is scheduled for Wednesday, February 15, 2023, at 1:00 p.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time is 9:08 a.m. and invited a Motion to adjourn. A motion to adjourn was made by Mr. Gray seconded by Mr. Noddle.

Motion carried: 5-0.

Adjournment 9:08 a.m.