

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
FEBRUARY 15, 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 1:00 p.m. on Wednesday, February 15, 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 February 8, 2023, and in the *Omaha World-Herald* on February 8, 2023.

Approval of Minutes:

Mr. Gray moved for approval of the minutes of the January 13, 2023, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Noddle.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon stated in January, The RiverFront was awarded ‘Headliner of the Year’ for contributing to the betterment of the Omaha community at the Greater Omaha Chamber’s annual meeting.

Other Business:

Park Update

Ms. Katie Bassett reported March will officially kick off the return of regular programming at Gene Leahy Mall.

The team continues to look forward to a busy year with many returning programming partners, as well as many new partnerships. Scheduling for later this summer is progressing for Heartland of America Park and Lewis & Clark Landing.

Construction milestones met in the last month include wood beams on shade structures, light poles, continued electrical lighting and telecommunications infrastructure, commissioning of the skate ribbon mechanical components, and placement of limestone and sandstone blocks. Most exciting is the installation of slides and safety netting for the three play towers in the Lewis & Clark playground.

Artist Benjamin Victor paid tribute to Native Americans of Omaha and the Midwest with his Chief Big Elk sculpture. It is made of clay, with some finishing touches still to come before the piece is cast in bronze. The sculpture is currently on display at KANEKO, but once finished it will be moved to its permanent home in Lewis & Clark Landing.

Mr. Noddle inquired if meetings are being held with the Luminarium, which is scheduled to open to the public on April 14, 2023. Ms. Bassett responded, that yes, regular meetings are being held with Silva Raker and the construction teams meet monthly to ensure a smooth transition.

Public Relations Update

Ms. Kristyna Engdahl stated that late last month, The RiverFront was invited to be a part of a “Coming in 2023” series on KETV where there was an opportunity to discuss in some detail the numerous amenities and features that may be anticipated in Lewis & Clark Landing and Heartland of America Park. That story utilized virtual tour video from each park and served as an effective avenue for reminding viewers of the exciting developments still ahead.

Another, larger media opportunity was enjoyed last week when a sculpture of Chief Big Elk was unveiled during a limited Artist in Residency at KANEKO. This piece is the product of a larger collaborative and will be prominently installed in Lewis & Clark Landing. Along with the debut of this piece, reporters also had the chance to speak with the world-renowned artist who created it and some of the individuals who advised on the sculpture, including a direct descendant of Chief Big Elk, whom the statue honors. All local media outlets participated and produced positive stories about this significant announcement.

Also, in the last week or so, it was officially announced that The RiverFront has been accepted into the High Line Network. This is a collaboration of parks across the country that are unified in the mission to support the diversity of their communities and are committed to initiatives such as reuse of materials in construction. The application was lengthy, but ultimately The RiverFront was one of just 10 parks selected among around 50 applicants. This means The RiverFront team will have the ability to share ideas, learn best practices and generally benefit from the knowledge of these other similarly structured parks, which are declared among the best in the country.

Finally, a brief update on The RiverFront’s newsletter whose subscriber count is nearly 3,500, again from organic growth efforts. The newsletter is very useful to educate the public on upcoming events, but also any sort of construction inconvenience that may be anticipated with the return of warmer weather.

Looking back at media monitoring efforts from the fourth quarter of 2022, The RiverFront was mentioned 357 times reaching 218 million people; that’s a total publicity value of \$2 million. Some notable pickup included Yahoo! News, Yahoo! Finance and the Associated Press wire, but some of the largest reach came from MSN.com with stories about the return of tourism to pre-pandemic levels, mentioning The RiverFront as one of the city’s top destinations. Various travel blogs also rounded out the bulk of this coverage.

Contract Approvals:

Chairwoman Duren indicated there are no contracts requiring approval.

Next Board Meeting

The next Board of Directors Meeting is scheduled for Thursday, March 16, 2023, at 9:00 a.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time is 1:10 p.m. and invited a Motion to adjourn. A motion to adjourn was made by Mr. Gray seconded by Ms. Buffett.

Motion carried: 5-0.

Adjournment 1:10 p.m.