

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
SEPTEMBER 11, 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 Monday, September 11, 2023.

Roll Call:

Present were: Chairwoman Diane Duren, Ms. Susie Buffett, Mr. Tom Kelley, and Mr. Jay Noddle.

Proof of Publication:

Notice of the meeting was published in *The Daily Record* on September 4, 2023, and in the *Omaha World-Herald* on September 4, 2023.

Approval of Minutes:

Ms. Buffett moved for approval of the minutes of the August 16, 2023, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Kelley.

Motion carried: 4-0.

President/CEO Report:

Mr. Roger Dixon stated that last month, MECA hosted the ribbon cutting for Heartland of America Park and Lewis & Clark Landing, officially reopening the parks to the public, and signaling substantial completion of The RiverFront project.

Mr. Dixon, Ms. Katie Bassett and Mr. Bob Freeman met with city officials earlier this month to discuss the status of the streetcar maintenance facility, the City's capital plan, and ownership rights of the parking lot near The RiverFront under Interstate 480.

Other Business:

Park Update

Ms. Bassett reported an estimated 75,000 visitors attended the opening weekend at Heartland of America Park and Lewis & Clark Landing despite the extreme temperatures. Attendance has been distributed between all three parks with nearly 250,000 visitors since the ribbon cutting.

The Skate Ribbon continues to be very popular and will have welcomed over 10,000 people by the end of this week.

Operational adjustments have been made throughout The RiverFront to ensure long-term durability and the best overall experience for park visitors.

Ms. Bassett noted that Gene Leahy Mall has received the 2023 Honor Award from the American Society of Landscape Architects Fund (ASLA) for General Design, which Ms. Kristyna Engdahl will report further on. This is a huge win for the project and the architects involved as well.

Mr. Tom Kelly added his congratulations to the team for a job well done, noting that The RiverFront is spectacular and a game-changer for the City of Omaha.

Public Relations Update

Ms. Engdahl reported that both the ribbon cutting and grand opening weekend at Heartland of America Park and Lewis & Clark Landing were hugely successful, not only from the operational standpoint, but also according to the community and downtown stakeholders.

On August 20, two days after visitors were welcomed back to The RiverFront with the August 18 ribbon cutting, the *Omaha World-Herald* published an article titled, “Omahans wowed by new riverfront parks during opening weekend.” The reporter denoted people already lounging in hammocks, grandparents teaching grandkids how to play bocce and sandcastle construction in the Lewis & Clark Landing Urban Beach. The media coverage continued that weekend for the unveiling and ceremonial dedication of the Chief Big Elk sculpture, along with a program and press conference to celebrate its new home overlooking the Missouri River.

Direct stakeholder feedback continues to be overwhelmingly positive from community groups such as the Old Market Association (OMA) and the Omaha Downtown Improvement District (ODID), which are just some of the groups that have been directly engaged and informed throughout the construction process.

The RiverFront’s ongoing efforts to be progressive, transparent and accessible have translated into continuously glowing coverage of the park, with thousands of visitors estimated in the first month.

MECA had a great second quarter, according to media monitoring reports for The RiverFront. Stories about the park reached an estimated 179 million people, all through earned media opportunities for a total publicity value of about \$1.6 million. There was a pickup on platforms such as Yahoo! News, *Midwest Living* and various daily publications in about a dozen different states throughout the country. Then in August, in conjunction with the grand opening and the Terence “Bud” Crawford Victory Parade, media monitoring estimated that MECA reached about 41 million people with stories about The RiverFront in a single month, for another \$378 thousand in publicity value.

Lastly, notification was received last week that Gene Leahy Mall at The RiverFront received a 2023 Honor Award from the American Society of Landscape Architects Fund (ASLA) for General Design. Within that award, the jury commented that “although a largescale project, it links appropriately to the surrounding open spaces and community edges while gracefully dividing the land into unique and meaningful places. The grand gestures are well-scaled, highly social and memorable.” We know this acknowledgement is especially significant to the park designers and engineers but is certainly reflected in everyday community use. The exact reach of this award and relevant media materials will likely be known in the September media monitoring efforts.

Contract Approvals:

Chairwoman Duren indicated there are two contracts requiring approval.

Matthew Placzek – Placzek Studios

RESOLVED, that the Agreement between MECA Tri-Park Complex, LLC and Matthew Placzek – Placzek Studios for the rehabilitation of the Labor Monument located 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. Noddle seconded by Ms. Buffett.

Motion carried: 4-0

402 Protection Group, LLC.

RESOLVED, that the Agreement between MECA Tri-Park Complex, LLC and 402 Protection Group, LLC to provide armed security services at The RiverFront, 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.

Mr. Noddle asked for more information on this company. Ms. Bassett responded

Moved by Ms. Buffett seconded by Mr. Kelley.

Motion carried: 4-0

Recently Approved Contracts

Kiewit Infrastructure Company has recently awarded the following contracts:

- Shawmark Inc. for HLA decorative flatwork, stairs and walls LOR exceeded amount.
- Omaha Neon Sign Company for signage LOR exceeded amount.
- Ray Martin for HOA fountain start-up, maintenance and commissioning LOR exceeded amount.
- Empire Netting and Fence for HLA fencing, guardrail and handrail LOR exceeded amount.

Next Board Meeting

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

Adjournment

Chairwoman Duren stated the time is 1:12 p.m. and invited a motion to adjourn. A motion to adjourn was made by Mr. Kelley seconded by Ms. Buffett.

Motion carried: 4-0.

Adjournment 1:12 p.m.