

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
JANUARY 17, 2024**

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, January 17, 2024.

Roll Call:

Present were: Chairwoman Diane Duren, Ms. Susie Buffett, Mr. Ben Gray, Mr. Tom Kelley, and Mr. Jay Noddle participated by telephone.

Proof of Publication:

Notice of the meeting was published in *The Daily Record* on January 10, 2024, and in the *Omaha World-Herald* on January 10, 2024.

Approval of Minutes:

Mr. Gray moved for approval of the minutes of the November 14, 2023, MECA Tri-Park Complex, LLC Board Meeting, seconded by Ms. Buffett.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon reported that there was a water main break on the sixth floor of the Greenhouse Building where The RiverFront offices are located. Clean up efforts are underway.

The RiverFront enjoyed a successful holiday season and Mr. Dixon deferred to Ms. Katie Bassett to provide a progress report.

Other Business:

Park Update

Ms. Bassett reported that the Greenhouse building has been working hard to resolve the issue with the water main break.

The RiverFront had an outstanding holiday season which included events such as the Skate Ribbon opening with the University of Nebraska Omaha (UNO) Hockey Team's attendance, the lighting ceremony for the Holiday Lights Festival, the Holly Days Festival and participation in the KETV Holiday Lights Family Festival. The week between Christmas and New Year's Day was among the busiest days this winter with tens of thousands of guests enjoying the park. The Skate Ribbon itself welcomed over 40,000 visitors in the first seven weeks of opening and efforts continue to streamline the process of ingress/egress.

The new year started off busy with the Greenhouse Park renovation. Eleven requests for proposals with bid receipt and evaluation are ongoing this month.

Phase II demolition work in the Greenhouse building will begin next week with anticipated completion in June. This renovation allows for community space where programming can be relocated indoors during unfavorable weather conditions.

The RiverFront team continues to coordinate with the City of Omaha on the Capitol Project for the remaining three outstanding Corp of Engineers permits. Approval is anticipated for later this summer.

Public Relations Update

Ms. Engdahl stated that along with celebrated participation in the Holiday Lights Festival, in late November The RiverFront also distributed media materials in promotion of the park's sprawling decorations, with additional press outreach efforts focusing on the many holiday activations made possible by the programming and events team.

Holly Days at The RiverFront, which happened the first two Saturdays of December, topped the lists of several local news articles identifying family friendly fun in Omaha. Despite chilly temperatures, journalists provided favorable coverage of the events and even produced interesting features showcasing work of The RiverFront's important program partners.

The RiverFront also welcomed a full media presence for the grand opening of the Heartland of America Park Skate Ribbon, which officially commenced with help from the UNO Mavericks men's hockey team and student supporters.

The park was presented with two more awards, this time from the Nebraska Public Relations Society of America (PRSA) in categories for "Community Relations" and "Events and Observances" in relation to communication efforts surrounding the grand opening events for Heartland of America Park and Lewis & Clark Landing. These awards weighed everything from earned media coverage to public feedback and celebrated The RiverFront's multifaceted approach to community outreach.

The RiverFront monthly e-newsletter continues to organically grow, totaling almost 5,800 subscribers to current date. Much of current press and public outreach efforts have primarily focused on educating constituents regarding the timed ticketing process at the Heartland of America Park Skate Ribbon, which is available online and compatible with mobile devices.

In November, stories about The RiverFront reached an incredible 51.8 million people in a single month for a publicity value of around \$479 thousand. Some of the widest reaching articles included coverage of holiday lights at the park, as well as updates regarding progress at the Bob Kerrey Pedestrian Bridge, commonly known as the "Baby Bob" pedestrian bridge, following Mayor Stothert's press conference and groundbreaking in late November. In the weeks ahead, a better understanding of media monitoring results from the entirety of 2023 will be known.

Contract Approvals:

Chairwoman Duren indicated there are no contracts requiring approval.

Recently Approved Contracts:

MECA Tri-Park Complex, LLC management has awarded the following contract:

- Heartland of America Park / Skate Ribbon – Chiller Service Agreement

Kiewit Infrastructure Company has recently awarded the following contracts:

- National Concrete Cutting, Inc. / Greenhouse Office Renovation – Phase 2 Demolition
- Helm Mechanical / Greenhouse Office Renovation – Phase 2 HVAC & Plumbing

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Wednesday, February 14, 2024, at 10:00 a.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time is 1:06 p.m. and invited a motion to adjourn. A motion to adjourn was made by Mr. Gray seconded by Mr. Kelley.

Motion carried: 5-0.

Adjournment 1:06 p.m.