

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC  
BOARD OF DIRECTORS MEETING  
MARCH 20, 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 9:00 a.m. on Wednesday, March 20, 2024.

**Roll Call:**

Present were: Chairwoman Diane Duren, Mr. Ben Gray, Mr. Tom Kelley, and Mr. Jay Noddle.

**Proof of Publication:**

Notice of the meeting was published in *The Daily Record* on March 13, 2024, and in the *Omaha World-Herald* on March 13, 2024.

**Approval of Minutes:**

Mr. Gray moved for approval of the minutes of the February 14, 2024, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Kelley.

Motion carried: 4-0.

**President/CEO Report:**

Mr. Roger Dixon stated that the warmer weather, combined with spring break, has led to some unwanted activities in the park. After discussions with the Omaha Police Department (OPD), it was decided to close the park at 10:00 p.m., which has made a positive impact. A meeting will be scheduled with OPD, Omaha 360 and the Old Market Business Association to discuss possible solutions as the issue needs to be addressed before it gets out of hand.

**Other Business:**

**Park Update**

Ms. Bassett stated, as previously mentioned, there has been a huge influx of kids in the 10:00 p.m. – 11:00 p.m. timeframe when unwanted activities were occurring. Through various partnerships with OPD and 402 Protection, the team is working to connect with the kids, minimize unwanted activity and reinforce park rules. Park policies and staffing levels are consistently evaluated to ensure that the team is maintaining a clean and safe environment for everyone.

Mr. Ben Gray suggested reaching out to YouTurn, specifically the Executive Director, Ms. Teresa Negron; and he asked to be included in future meetings. Mr. Noddle asked if anyone knew where crowds were being dispersed to. Mr. Dixon stated that is part of the reason MECA is putting together a group to address the issue.

Since the last board meeting, the skate ribbon has been transitioned from ice skating back to roller skating. In the 12 weeks of ice skating, over 50,000 ice skaters were welcomed into the park, and since the reopening for roller skating a few weeks ago there have been approximately 7500 skaters. These statistics highlight what a popular amenity the skating rink has become.

The team continues to work through spring cleanup. Events have started back up this month with the continued focus on working with Omaha Destinations and other program partnerships.

Attendance at The RiverFront has reached nearly 200,000 park visitors since February 14. It is anticipated 2024 may be the busiest year yet.

### **Public Relations Update**

Ms. Engdahl stated that late last month MECA received media monitoring reports from the last quarter of 2023, providing a full snapshot of the year's earned media efforts. In the fourth quarter alone, stories and information about The RiverFront reached an estimated 140 million people, including syndication from Yahoo! News and Yahoo! News Canada. With 530 total mentions, that equates to about \$140 million in earned media coverage.

Tallying up 2023 in total, mentions of The RiverFront reached an estimated 5.5 billion people with about 3,700 placements with, on average, about 12% of that coverage coming from national media outlets. The largest quarter for media monitoring results came in the third quarter, which correlated with the grand opening of Heartland of America Park and Lewis & Clark Landing. With millions of dollars in earned publicity value, communication efforts were successful in 2023. 2024 is also off to a strong start, with a reach of 6.8 million in January and then 21.3 million people in February.

This month began with a snapshot media alert of March events at The RiverFront, and with the weather getting warmer there was plenty to promote.

A press release will be distributed today with several exciting announcements regarding Independence Day celebrations in the park. This announcement will encourage people to save the date for another Omaha Symphony performance accompanied by a fireworks show on the Fourth of July, followed by other concerts and live performances throughout the long weekend.

### **Contract Approvals:**

Chairwoman Duren indicated there are six contracts 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.

Moved by Mr. Gray seconded by Mr. Kelley.

Motion carried: 4-0

#### **AOI Corporation**

**RESOLVED**, that the Agreement between MECA Tri-Park Complex, LLC and AOI Corporation for the purchase of office furniture for the Greenhouse Office as a part of 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.

Moved by Mr. Noddle seconded by Mr. Gray.

Motion carried: 4-0

#### Audio Visions

**RESOLVED**, that the Agreement between MECA Tri-Park Complex, LLC and Audio Visions Production Services to provide production equipment for the Independence Day celebrations 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.

Moved by Mr. Kelley seconded by Mr. Gray.

Motion carried: 4-0

#### Theatrical Media Services Omaha

**RESOLVED**, that the Agreement between MECA Tri-Park Complex, LLC and Theatrical Media Services Omaha to provide production equipment for rehearsals and performances for the Independence Day celebrations 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.

Moved by Mr. Noddle seconded by Mr. Kelley.

Motion carried: 4-0

#### J&M Displays

**RESOLVED**, that the Agreement between MECA Tri-Park Complex, LLC and J&M Displays to provide the fireworks display for the Independence Day celebrations 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.

Moved by Mr. Gray seconded by Mr. Noddle.

Motion carried: 4-0

### Omaha Symphony and Orchestra

**RESOLVED**, that the Agreement between MECA Tri-Park Complex, LLC and Omaha Symphony and Orchestra for performances during Independence Day celebrations 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.

Moved by Mr. Gray seconded by Mr. Kelley.

Motion carried: 4-0

### **Recently Approved Contracts:**

MECA has recently awarded the following contracts:

- Eakes Office Solutions / Greenhouse Office Cubicles
- I.A.T.S.E. Local 42 / Stagehands for the Independence Day Celebration

Kiewit Infrastructure Company has recently awarded the following contracts:

- Commercial Flooring Systems, Inc. / Greenhouse Office Renovation – Phase 2 Flooring
- Terry McGill, Inc. / Greenhouse Office Renovation – Phase 2 Painting

### **Next Board Meeting**

The next Board of Directors Meeting is tentatively scheduled for Wednesday, April 17, 2024, at 1:00 p.m. in the MECA Board Room.

### **Adjournment**

Chairwoman Duren stated the time is 9:16 a.m. and invited a motion to adjourn. A motion to adjourn was made by Mr. Gray seconded by Mr. Noddle.

Motion carried: 4-0.

Adjournment 10:16 a.m.