

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
JUNE 12, 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, June 12, 2024.

Roll Call:

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

Proof of Publication:

Notice of the meeting was published in *The Daily Record* on June 5, 2024, and in the *Omaha World-Herald* on June 5, 2024.

Approval of Minutes:

Ms. Buffett moved for approval of the minutes of the May 15, 2024, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Gray.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon stated that in the past month The RiverFront faced some new challenges with two back-to-back multi-day festivals taking place at Heartland of America Park, both of which were very well attended. While having new events in a new space can be challenging, it's a learning opportunity and provided experience for years to come.

Other Business:

Park Update

Ms. Bassett stated that after a few years, the Taste of Omaha Festival returned to Omaha's Riverfront featuring food and entertainment from across Omaha. Thanks to a strong partnership with the Omaha Police Department (OPD) and The RiverFront's security staff the event went off with very few incidents. This event was quickly followed with Midwest Fest, formally Hutchfest, which was previously held at the Millwork Commons area. This was another well-attended, successful event. Overall, MECA is pleased with how the park handled so many vendors, activities, visitors and lawn traffic.

Two weeks ago, a jury from Urban Land Institute (ULI) came to visit The RiverFront to evaluate the park for the Americas Awards for Excellence. The weather was perfect, which resulted in a highly activated park space. The RiverFront is one of 16 finalists out of 50 that were nominated, and the jury was impressed with what they saw.

An RFP for security services went out for public bid and several companies were very competitive. 402 Protection was selected due to their established presence in the park, having provided armed

security at Gene Leahy Mall over the last year ,and they stood out for their connection to the community and high level of service provided.

Security incidents have been declining in large part thanks to strong community partnerships with OPD and YouTurn's Safe Summer Kick-off. Everyone will continue to be cognizant to ensure park safety.

Public Relations Update

Ms. Engdahl stated that within the past month there have been multiple opportunities to share exciting stories from The RiverFront, which enjoyed significant traction. In the middle of May, several local media outlets participated in the installation of a new art piece within the Sculpture Garden, showcasing Omaha's place as a hub of the arts and culture. Partners from KANEKO helped to explain the significance of this new addition and emphasized the importance of access to free, public art in the community.

Additionally, there was pre-event press coverage of the "Safe Summer Kick-Off" and talent show in early June, an event made possible by The RiverFront's partnership with anti-violence organization YouTurn. It also received some media attention during the event and showcased the importance of community partners in The RiverFront's activations. Additionally, media coverage and public feedback for both Taste of Omaha's and Midwest Fest's first year at The RiverFront was largely positive, and MECA assisted with earned media opportunities before those events.

Media alerts are being distributed every two weeks in promotion of events at the park, with materials in support of the second half of June going out tomorrow to celebrate everything happening at The RiverFront this weekend and beyond. Months ago, a 'save the date' was sent to local media regarding Fourth of July festivities at the park; within the past week, it was followed up with a more robust schedule of events and details about the annual fireworks spectacular. Once the Men's College World Series has ended, additional media materials with relevant additions or reminders will be issued, with continued promotion via the newsletter and social media channels.

The newsletter has close to 6,000 organic subscribers. Media monitoring reports from May caught 128 total mentions of The RiverFront, reaching 81.6 million people for a total publicity value of \$756,000. Some significant stories included an online article from Travel Zoo which named The RiverFront as one of Nebraska's ultimate road trip destinations, articles regarding the park's finalist status in the ULI Awards for Excellence, as well as the sculpture unveil in Gene Leahy Mall and news about the pickleball courts.

Contract Approvals:

Chairwoman Duren indicated there is one contract requiring approval.

402 Protection Group, LLC

RESOLVED, that the Agreement between MECA Tri-Park Complex, LLC and 402 Protection Group, LLC to provide 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. Jay Noddle inquired as to who the owner is of this company. Ms. Bassett responded that 402 Protection is owned by John McCaig. He does multiple county fairs, the Nebraska football games inside the stadium, and has worked at CHI Health Center Omaha.

Mr. Tom Kelley asked if an estimate was available in terms of what the annual cost will be. Ms. Bassett said that MECA estimates spending just under a third of the overall budget on security services. This is for 24/7-armed security service, and there is a cost efficiency in having one company provide all security services versus having multiple companies involved. Chairwoman Duren noted the importance of keeping the park safe.

Moved by Mr. Noddle seconded by Ms. Buffett.

Motion carried: 5-0

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Tuesday, July 16, 2024, 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 Mr. Noddle.

Motion carried: 5-0.

Adjournment 1:10 p.m.