

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
OCTOBER 15, 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 Tuesday, October 15, 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 October 8, 2024, and in the *Omaha World-Herald* on October 8, 2024.

Approval of Minutes:

Mr. Noddle moved for approval of the minutes of the September 18, 2024, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Gray.

Motion carried: 4-0.

President/CEO Report:

Mr. Roger Dixon deferred to Ms. Bassett for an update on park events.

Other Business:

Park Update

Ms. Bassett stated that the team continues to focus on fall activities to prepare The RiverFront for the winter months. Areas with more guest usage and plants that are not thriving are being reassessed.

An announcement was made last week that The RiverFront will be a stop along the route for the U.S. Capitol Christmas Tree as it makes its way from Alaska's National Forest to the U.S. Capitol lawn. It will arrive on November 13 on a 102' semi-truck bed and will be situated along the 11th Street promenade in Gene Leahy Mall. There will be some fanfare including live music and activities. The National Park Service reached out with the opportunity to showcase this tree, which indicates the growing popularity of the park.

Work continues with the City of Omaha, HDR, Kiewit and the appropriate government agencies to close outstanding permits and complete as-built documentation. Due to the high detail of some of these documents, it is anticipated that work will continue until the end of the year.

Public Relations Update

Ms. Engdahl stated that The RiverFront has enjoyed positive event coverage over the past month, including overlapping activations in late September when park staff juggled the first Michelada-Fest and Boomstock. Eventgoers described the entire day to local media as a 'cool vibe'. There were photo essays chronicling the Lewis and Clark exposition, a one-of-a-kind replica keelboat

featured and reenactors demonstrating traditional campsites and clothing for a weekend-long program in early October. Monthly press releases continue to be distributed in promotion of these activities, which not only helps to inform the community, along with social media efforts, but also encourages media partners to come and cover the events, advancing the narrative that The RiverFront is a consistently, highly activated park.

This particular story is a couple months old now, but within the past week, MSN caught and elevated information from August promoting The RiverFront's surpass of three million visitors. As a reminder, MSN.com as a news aggregator reaches over 500 million people every month, so anytime they pick up a story it increases The RiverFront's name recognition globally with readers in an estimated 180 countries.

Also last week, in support of The RiverFront's announcement regarding the U.S. Capitol Christmas Tree choosing Omaha as a host community, a press release was distributed to local media so the outreach process can now begin. The community will be informed of this exciting development, helping to ensure that no one misses this special event. It's understood Mayor Jean Stothert will join MECA during that event for a corresponding program.

The RiverFront's weekly newsletter has also enjoyed a notable readership bump over the last couple months, reaching almost 6,400 unique subscribers on a routine basis with information about events, potential closures or scheduling changes, in the rare instance where that may be necessary. The newsletter continues to be a welcome resource for individuals living downtown and regular park visitors alike.

Mr. Gray added his congratulations to Ms. Engdahl for doing a great job and being very informative while representing MECA's facilities on Channel 7's Monthly Midday interview.

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Monday, November 18, 2024, at 10:00 a.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time is 9:06 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 10:11 a.m.