

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION
AUTHORITY BOARD OF DIRECTORS MEETING – NOVEMBER 14, 2022**

A meeting of the Board of Directors of the Metropolitan Entertainment & Convention Authority (“MECA”), a Nebraska nonprofit corporation, was called to order by Chairwoman Diane Duren at 1:14 p.m. on Monday, November 14, 2022.

Roll Call:

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

As a reminder, during the continuing pandemic, both the City and State had waived applicability of the ‘public meeting’ requirements that would otherwise apply, and therefore all Board members who were attending the meeting by telephone were eligible to participate.

Proof of Publication:

Notice of the meeting was published in *The Daily Record* on November 7, 2022, and in the *Omaha World-Herald* on November 7, 2022.

Approval of Minutes:

Mr. Noddle moved for approval of the minutes of the October 12, 2022, MECA Board Meeting, seconded by Mr. Kelley.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon stated it is officially basketball season as Creighton University’s Bluejays have begun their National Collegiate Athletic Association (NCAA) Division I season. There is a lot of talk about the depth in the players of Creighton’s team and attendance has been increasing.

Other Business:

Convention Center Sales & Marketing Update

Ms. Denise Niebrugge reported that there are currently 116 events on the books, utilizing 242 event days for the current fiscal year. Since the September 12 Board meeting, 38 events with 70 event days and over 24,000 hotel room nights have been added. In addition, 30 license contracts have been signed.

MECA has partnered with the Omaha Convention & Visitors Bureau (OCVB) to design and distribute an ‘e-blast’ for six months, with distribution beginning in November. It will contain information about development in the city, including: The RiverFront parks, health and medical facilities, and the CHI Health Center Omaha (CHIHCO). The team has identified approximately 200 meeting planners, whose groups would fit nicely in Omaha, and will invite them to Omaha for a site experience.

Corporate Sales & Marketing Update

Mr. Tom O’Gorman stated that new sponsorship opportunities and marketing ideas are continuing to be reviewed.

There are currently 32 club seats up for renewal at CHIHCO. Capacity is expected to be back to 100% by the first of the year.

Two concerts were announced today. Lizzo scheduled for May 19 and P!NK on August 25 at the Charles Schwab Field Omaha (CSFO). There will be another four or five announcements in the next weeks.

Mr. Kelley inquired if there will be more concerts at CSFO, and about the requirements needed to hold more events at the stadium. Mr. O’Gorman responded there are more announcements forthcoming. The stadium concert capacity is 30 thousand, which is too big for minor league baseball but too small for a lot of touring concerts that play baseball stadiums.

Chairwoman Duren asked how ticket sales will be held for CHIHCO club seat holders when the concerts are held at the stadium. Mr. O’Gorman responded that club seat holders will be offered seats and will follow the same purchase procedure as the arena.

Operations & IT Update

Mr. Kevin Raymond stated that the last couple weeks the operation team has been working to finish up projects. Areas needing new concrete around the campus are poured and most of the new trees have been planted, with the exception of the south end of Lot A. It will not be completed until the future use is determined.

Crews finished replacing the gray signage with white letters on the logo at CSFO. Later today, stadium uniforms are up for approval, which nearly completes the name transfer from TD Ameritrade Park Omaha.

The security bollard project will be finished as soon as the cabling and landscaping are installed.

Equipment for the digital signage and advertising digital displays on the concourse has been ordered and is estimated to be completed by year end.

Levy Food & Beverage Update

Ms. Chris VanDorn reported October kept teams busy in the arena and convention center, especially with the back-to-back Luke Combs concerts, the Aksarben Coronation Ball and the Creighton University Men’s basketball exhibition game. All of these fell on the last weekend of the month, accounting for just over 70% of the entire month’s revenue - despite there being events on 26 days of the month. Based on the high business levels this month, it represented the highest October on record for revenues in the building. It is nearly 50% more than the nearest previous October which was in 2015. The Friday and Saturday night Luke Combs concerts now each hold the record for first and second place of highest revenues in the building (although the highest per caps still belong to Eric Church from February of this year). A flow through of 72.3% to budget was generated for October.

There were some changes made to portable locations on the concourse. It was well received with a lot of positive feedback about the beverage grab-n-go, which was added to the east side of the concourse. The location is built out to allow guests to walk through and select their own beverages and check out. This feature allows for a larger variety of products to choose from and the ready-to-drink cocktail options significantly increase the speed of service to guests, especially when attendance is high.

Levy's team has completed several training and recertification classes this past month for the entire management team. It included: key IT controls, ethics and integrity training, cyber security awareness, wage and hour, and Levy's serve safe response for alcohol service training.

Levy's culinary teams are creating a new group sales menu and hope to have it available the first part of the new year.

Public Relations Update

Ms. Kristyna Engdahl stated the announcement of Terence Crawford's fight, followed by just a few days' notice before tickets went on-sale, created a lot of excitement, and was picked up by local media and several trade publications. Tickets nearly sold out in a matter of days shortly after this information was circulated. Media credential requests are now being fielded from publications throughout the country.

MECA's social media has been active with the past several show announcements, but overwhelmingly positive feedback has come in with the announcements of P!NK and Lizzo.

Media and program materials have been finalized for the NCAA Division I Women's Volleyball championship coming next month.

Back in September, media monitoring efforts caught over 1,300 mentions reaching 1.1 billion people through a variety of stories and publications for a total publicity value of \$10 million. MECA had several placements on MSN.com about a number of stories which provided a boost, and Sports Illustrated volleyball coverage placed among the top hits. October was another big month, with 847 mentions of CHI Health Center Omaha, reaching 843 million people for a total publicity value of \$7.8 million. Both MSN.com and ESPN.com provided the biggest audiences with multiple stories about Terence Crawford. Between boxing and volleyball, December will be far from a slow month.

Committee Updates:

Internal Governance Committee

Mr. Tom Kelley reported that the Internal Governance Committee met telephonically on Monday, November 7, 2022. In attendance were Mr. Bob Freeman, Mr. Tom Kelley, Mr. Roger Dixon, Ms. Diane Mills, and Mr. Stephen Curtiss, City of Omaha Finance Director.

The Committee reviewed the August and September Financial Statements, which were in order. After overviews from and discussions with Ms. Mills, the Committee found the report to be

reasonable compared to plan and prior periods, and consistent with standard MECA accounting practices.

The Committee discussed the 2023 employee insurance renewal, which is on the agenda for approval today.

Real Estate Committee

Mr. Jay Noddle reported many private developments have received city approval and new projects are breaking ground and advancing in the downtown Omaha area.

The truck route looks like it will come to a final agreement soon and City Council approval is expected early next year.

The Streetcar design team continues to move forward and will meet with the City and MECA on a regular basis.

Contract Approvals:

Chairwoman Duren indicated there are six contracts requiring Board approval.

Peetz & Company

RESOLVED, that the Agreement between MECA and Peetz & Company for consulting services relating to political strategy, research and input regarding public policy issues, as set out on the attached summary, is hereby approved and Roger Dixon as President/CEO is authorized on behalf of MECA 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: 5-0

Pareto Captive Services, Meritain and Guardian

RESOLVED, that the Agreements between MECA and Pareto Captive Services, Meritain and Guardian for health insurance, as set out on the attached summary, are hereby approved and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreements following their 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: 5-0

Miller Electric Company

RESOLVED, that the Agreement between MECA and Miller Electric Company to inspect and clean exterior 15kV Switchgear at CHI Health Center Omaha, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA 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.

Chairwoman Duren asked about the function of the exterior 15kV Switchgear. Mr. Raymond responded that it is the main substation outside that feeds the building. This is basic maintenance to be proactive and keep it clean.

Moved by Mr. Kelley seconded by Mr. Gray.

Motion carried: 5-0

Abante Marketing

RESOLVED, that the Agreement between MECA and Abante Marketing for the purchase of MECA and Levy shirts and hats to rebrand to Charles Schwab Field Omaha logos, as more fully described on the attached summary, is hereby approved and Roger Dixon as President/CEO is authorized on behalf of MECA 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: 5-0

Lawlor's Custom Sportswear

RESOLVED, that the Agreement between MECA and Lawlor's Custom Sportswear for the purchase of MECA and Levy sweatshirts, jackets and coats to rebrand to Charles Schwab Field Omaha logos, as more fully described on the attached summary, is hereby approved and Roger Dixon as President/CEO is authorized on behalf of MECA 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: 5-0

MyVenue

RESOLVED, that the Agreement between MECA and MyVenue for the purchase and installation of a Point-of-Sale System to be utilized at CHI Health Center Omaha and Charles Schwab Field Omaha, as more fully described on the attached summary, is hereby approved, and Roger Dixon

as President/CEO is authorized on behalf of MECA 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 inquired if this company was locally supported. Mr. Raymond responded that this company is not based in Omaha.

Moved by Mr. Gray seconded by Mr. Kelley.

Motion carried: 5-0

Next Board Meeting

The next Board of Directors Meeting is scheduled for Monday, November 14, 2022, at 1:15 p.m. in the MECA Board Room.

Executive Session

Chairwoman Duren stated the time is 1:43 p.m. and invited a Motion to enter into closed Executive Session for purposes of discussing personnel, real estate and potential claims matters.

A Motion to go into Executive Session for these specified purposes was made by Mr. Kelley, seconded by Mr. Gray.

Motion carried: 5-0.

Adjournment

At 1:43 p.m. a motion was made to come out of Executive Session, and to adjourn, made by Mr. Gray, seconded by Mr. Kelley.

Motion carried: 5-0

Adjournment 1:43 p.m.