

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
NOVEMBER 14, 2023**

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 Tuesday, November 14, 2023.

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 November 7, 2023, and in the *Omaha World-Herald* on November 7, 2023.

Approval of Minutes:

Mr. Gray moved for approval of the minutes of the October 16, 2023, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Kelley.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon stated that he, along with Ms. Katie Bassett and Mr. Bob Freeman, continue to work with city officials to discuss reimbursement issues, as well as examine initiating a ban-and-bar policy in the park. Currently, city parks in Omaha do not enforce this; however, due to some issues with people causing trouble late at night, appropriate remedies are still being investigated.

Other Business:

Park Update

Ms. Bassett reported that The RiverFront continues to see a lot of visitor traffic, with many guests enjoying the parks on a regular basis.

Ms. Bassett and Ms. Kristyna Engdahl attended the Nebraska Tourism Conference where The RiverFront was presented as Nebraska's 'Outstanding Tourism Attraction'.

Winterization within all three parks is well underway with one of the final pieces, the Heartland of America Park fountain, being winterized later this week. Next week begins holiday decorating on all 72 acres of The RiverFront. Wednesday, November 15 will be the last day for roller skating; a popular amenity serving approximately 28,000 guests in just 12 weeks. The team will begin to make ice next week, weather permitting. Time-ticketing, a new feature letting guests select a specific time to come to the skate ribbon, will be implemented.

Regular programming has slowed down in November but will pick up in December beginning with the two Holly Days festival events, a food drive and participation in the KETV Holiday Lights Family Festival.

The construction team continues to work on closing out sub-contracts, remaining Corp of Engineers permits, warranty work and the final bits of the punch list. Construction within the Greenhouse, which is the long-term park office, is underway in the north half of the office, with plans being finalized for the south side. Ms. Bassett anticipates putting them out for public bid towards the end of the month.

Chairwoman Duren inquired about the drag racing occurring near the Riverfront Place Condominiums. Ms. Bassett responded that MECA continues in monthly neighborhood meetings where security is discussed. MECA advocated for significantly more traffic calming devices and the City installed one speed bump. Hopefully there will be more to come with the increased pedestrian traffic in the area.

Public Relations Update

Ms. Engdahl reported that much of the last month has been spent writing and finalizing media materials for holiday lights at The RiverFront.

In conjunction with The RiverFront's participation in the Holiday Lights Festival Lighting Ceremony, materials will be distributed in promotion of the park's decorations and the features within, as well as media alerts ahead of the Holly Days events taking place on December 2 and December 9.

Mr. Dixon spoke at the Holiday Lights Festival kick-off press conference this morning, and Chairwoman Duren will represent MECA during the Holiday Lights Festival Lighting Ceremony.

As mentioned during the last Board meeting, Ms. Bassett and Ms. Engdahl traveled to Gering, Nebraska for the Nebraska State Tourism Conference; where, along with a presentation on the park, they were also on-site to receive an award for Best 2023 Tourism Attraction in the state of Nebraska, presented by the Nebraska Tourism Commission.

Additionally, The RiverFront will be recognized during the PRSA Paper Anvil Awards, which celebrates effective and successful communication strategies, at their awards ceremony in early December.

Third quarter media monitoring numbers for The RiverFront were also substantial, reaching 216 million people for a total publicity value of about \$2 million. One story in particular on CNN, listing the "The 20 best mid-size cities in the United States" in late September reached an estimated 144 million people – where Omaha is mentioned, citing The RiverFront as a "big draw", and listing some of the park's permanent amenities such as the Sculpture Garden, the interactive water features and dog park.

Contract Approvals:

Chairwoman Duren indicated there are no contracts requiring approval.

Recently Approved Contracts:

Kiewit Infrastructure Company has recently awarded the following contract:

- Commercial Flooring Systems / Greenhouse Office Renovation – Phase 1 Carpet and Flooring.

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Tuesday, December 12, 2023, at 9:00 a.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time is 1:09 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 1:09 p.m.