

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC  
BOARD OF DIRECTORS MEETING  
MARCH 21, 2022**

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 March 21, 2022.

**Roll Call:**

Present or participating via teleconference were: Chairwoman Diane Duren, 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 March 14, 2022, and in the *Omaha World-Herald* on March 14, 2022.

**Approval of Minutes:**

Mr. Gray moved for approval of the minutes of the February 8, 2022, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Noddle.

Motion carried: 4-0.

**President/CEO Report:**

Mr. Roger Dixon stated work continues with Live Nation and Ms. Joan Squires with Omaha Performing Arts in preparation for the opening weekend at Gene Leahy Mall. For the Project generally, there are concerns on whether or not additional funding will be required. The project is not over budget but the timing of the donations has added a layer of complexity.

**Other Business:**

**Parks Update**

Ms. Katie Bassett, along with the Kiewit Luminarium group, had the opportunity to visit San Francisco’s Exploratorium, a museum of science, art and technology. This trip provided important insight into how Kiewit’s Luminarium will operate when plaza activities are simultaneously scheduled at Lewis & Clark Landing. Ms. Bassett also noted that the Exploratorium’s partnership with Urban Alchemy has beneficially transformed the park, keeping it safe, clean and welcoming for all.

The onset of warmer weather has initiated busy times for the project as the team works to complete construction projects in Gene Leahy Mall for the July 1 grand opening weekend while preparing for the first three months of activities. Amenities work has also begun at Heartland of America Park and Lewis & Clark Landing.

The Kiewit team has been visiting locations with ongoing fabrication projects to eliminate any lingering schedule concerns and ensure everything is moving forward.

In the next few weeks, The RiverFront will announce program partners, and the remaining art pieces that will be installed at Gene Leahy Mall.

### **Public Relations Update**

Ms. Kristyna Engdahl stated outreach efforts over the last month have prioritized personalized, in-person or video conference presentations with a handful of local organizations, while preparing for a much larger engagement with young professionals during the Omaha Chamber of Commerce YP Summit at the end of March. Similar to last year, Ms. Engdahl anticipates the opportunity to engage with hundreds of people in this important demographic. This year's focus will be on the programming partnerships forged within the community, while also announcing some exciting activation opportunities that the public may anticipate upon Gene Leahy Mall's grand opening.

Later this month, the team will coordinate a local media pitch with pertinent partners surrounding the remaining art pieces destined for the Sculpture Garden, providing a grand reveal before they are each installed in their determined homes. Additionally, the story behind transportation and installation of one of Gene Leahy Mall's signature art pieces is anticipated to create interest. That will also be a great time to talk about the media initiative within Gene Leahy Mall, especially since those giant supporting structures are noticeable.

The RiverFront marketing team has come up with some great ideas to raise awareness and promote the park opening weekend. Everything from billboards, radio advertisements and social media campaigns are being explored to assure a great turnout.

Media monitoring efforts show that in February The RiverFront was mentioned 44 times through various traditional and social media avenues for a total reach of 22.7 million people, achieving a publicity value of about \$132,000. The digitally generated 'perception' of those stories was mixed, given developments with the downtown Omaha library. However, most of these stories do recognize The RiverFront as a positive catalyst for change. Additional pickup on the first Sculpture Garden unveil also contributed to overall media coverage last month.

Chairwoman Duren asked that an agenda for the Gene Leahy Mall opening on July 1 weekend be distributed to the Board of Directors.

### **Contract Approvals:**

Chairwoman Duren indicated there are four contracts requiring approval.

#### Live Nation Worldwide, Inc.

**RESOLVED**, that the Agreement between MECA Tri-Park Complex, LLC and Live Nation Worldwide, Inc. for booking fees for the live entertainment performer during the re-opening weekend of Gene Leahy Mall, 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. Noddle.

Motion carried: 4-0

Methods & Materials, Inc.

**RESOLVED**, that the Agreement between MECA Tri-Park Complex, LLC and Methods & Materials, Inc. for the installation of a signature art piece along 13<sup>th</sup> Street in Gene Leahy Mall, 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

Bailey Lauerman

**RESOLVED**, that the Agreement between MECA Tri-Park Complex, LLC and Bailey Lauerman for consulting services related to the Tri-Park Complex Project, 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

HD Supply

**RESOLVED**, that the Agreement between MECA Tri-Park Complex, LLC and HD Supply to establish pricing for the purchase of miscellaneous disposable products to be used 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

**Next Board Meeting**

The next Board of Directors Meeting is scheduled for Wednesday, April 13, 2022, at 9:00 a.m. in the MECA Board Room.

**Adjournment**

Chairwoman Duren stated the time is 9:13 a.m. and invited a Motion to adjourn. A motion to adjourn was made by Mr. Gray seconded by Mr. Kelley.

Motion carried: 4-0.

Adjournment 9:13 a.m.