

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION
AUTHORITY BOARD OF DIRECTORS MEETING – MAY 15, 2024**

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 9:11 a.m. on Wednesday, May 15, 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 May 8, 2024, and in the *Omaha World-Herald* on May 8, 2024.

Approval of Minutes:

Ms. Buffett moved for approval of the minutes of the April 17, 2024, MECA Board Meeting, seconded by Mr. Kelley.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon extended his gratitude to all staff for their commitment and dedication for a busy month of concerts, Supernovas volleyball games, Creighton University men’s baseball games and the Berkshire Hathaway Annual Shareholders’ meeting.

Work continues on the design for the convention center expansion project. While the project remains on budget, an update will be provided to the Board of Directors next month.

Discussions have begun with the Omaha Chamber and the City of Omaha on how to campaign for the vote on the bond package slated for the November vote. Ms. Linda Lovgren with Emspace has been contacted concerning the marketing aspect of it.

Other Business:

Convention Center Sales & Marketing Update

Ms. Denise Niebrugge stated that there are currently 131 events on the books, utilizing 289 event days for the current fiscal year. Since the April 17 Board meeting, 7 events with 11 event days and over 2,500 hotel room nights have been added. In addition, 8 license contracts have been signed.

Ms. Niebrugge noted that the Omaha Convention & Visitor’s Bureau (OCVB) has been providing productive convention center leads.

Mr. Noddle suggested reaching out to the Urban Land Institute (ULI) to see if MECA could assist with their needs as there is a new chapter located in Omaha.

Corporate Sales & Marketing Update

Mr. Tom O’Gorman reported a three-year agreement has been finalized for the Big Ten Baseball Tournament. Meetings continue in preparation for this year’s tournament, which begins on May 21.

Negotiations are complete with the Nebraska Schools Activities Association (NSAA). The Agreement is for another five-years and extends the event by one day to allow accommodations for both the boys and girls wrestling tournament at CHI Health Center Omaha (CHIHCO).

The Pro Volleyball Federation Championship begins tonight, and talks have begun for their 2025 season.

There are a few announcements anticipated for the first part of June.

Mr. Noddle inquired if CWS, Inc. or the NCAA (National Collegiate Athletic Association) has changed how parking is distributed for season ticket holders of the Men’s College World Series (MCWS). Mr. Dixon responded that he would confirm with Amy Hornocker, but it is his understanding that they were allotted through a lottery scenario. If ticket holders did not respond timely, they may have missed the window to secure parking.

Operations & IT Update

Mr. Kevin Raymond stated that April was a busy month for the operations team, and Mr. Raymond extended his gratitude to all the full-time, part-time and event staff who worked to make the events successful.

Creighton University Men’s baseball plays its last series of the season this weekend. The signage for Creighton will be removed following Sunday’s game and new signage for the NCAA’s Big Ten Baseball Tournament will be installed.

The team is prepared for the Pro Volleyball Federation semi-finals that are tonight and the Championship on Saturday.

Operations is focused on numerous projects planned for spring and summer, particularly during the MCWS. The biggest challenge will be working around events and finding time when the facility is available.

Levy Food & Beverage Update

Ms. Chris Van Dorn reported that April was a record month for the premium side of Levy operations, making it the highest single month for premium food and beverage sales in building history. This beat the previous record that was set in April 2023 by nearly 16%. In April, the total building food and beverage sales fell just short of the record set in February and March 2024. This

makes March, February and now April the first, second and third highest revenue generating months at CHIHCO. The sales for these three months represent a 60% increase in revenues over the same time period last year. April actualized with 22 events and 39 event days, which included among many others the back-to-back sold out Zach Bryan concerts, which made up just over 25% of total month's revenues including other income in those two days. Sales in the Courtside Lounge of the first night of Zach Bryan were also the highest since opening in February.

Charles Schwab Field Omaha (CSFO) is also having a tremendous Creighton University men's baseball season. March and April's revenues are up 139% from last year's season. April had the highest revenues at the stadium since 2015.

Final preparations are being made for the Big Ten Baseball Tournament and the MCWS occurring just a few short weeks later. The culinary team is actively working on signature items for this year.

Lastly, with the significant amount of business in the convention center Levy has been able to make numerous large donations of prepared food to Saving Grace Perishable Food Rescue, Inc. The team is happy to be able to contribute to the community.

Mr. Tom Kelley inquired if the number of vendor spots has been determined depending on which teams participate in the Big Ten tourney. Ms. VanDorn responded that yes, a grid layout is being set up as Levy continues to monitor teams making their way through the week. Adjustments will be made based on time of day and which team is playing.

Mr. Ben Gray asked if MECA has ever publicized a collaboration with Saving Grace's community efforts. Ms. Engdahl said that no, MECA has always taken a supportive role to help out when needed. Mr. Gray suggested pitching the story ahead of the MCWS as it presents a different angle for reporters, and it is for a great cause.

Ms. VanDorn noted that the MCWS Annual Press Conference is scheduled the morning of the June Board of Director's meeting, and the Board is welcome to attend the conference as well as the food tasting following its conclusion.

Public Relations Update

Ms. Kristyna Engdahl reported that there was a significant media presence for Zach Bryan's back-to-back shows at CHI Health Center Omaha, and even more ancillary coverage of his community involvement in the wake of late April's tornadoes in western Douglas County and surrounding areas. Despite several requests to visit with him more about his philanthropic work, his team politely declined any additional promotion – hoping to keep his efforts personal and genuine in nature.

Last week, a team was welcomed to shoot a documentary on behalf of ESPN regarding South Carolina's back-to-back Men's College World Series wins in 2010 and 2011, and one of the bat boys who was fighting a childhood cancer diagnosis during the same timeframe. The production will not be complete until the fall. An online platform called Sports Dissected also visited Charles

Schwab Field Omaha to promote the facility and learn more about why this destination continues to be aspirational for student athletes.

Speaking of the MCWS, preparation is being made for the annual pre-series press conference, which always happens the Wednesday before the championship begins. Full media participation is anticipated once again, and Levy is certain to provide another exciting media tasting.

Several ongoing traditional and social media pushes are planned in promotion of the Big Ten Baseball Tournament single day sales, which began on Monday.

Assistance was also provided to the Pro Volleyball Federation with pre-game messaging ahead of this week's Championship games, but fans are largely familiar with the drill given the Omaha Supernova's seasonal success.

Committee Updates:

Internal Governance Committee

Mr. Tom Kelley reported that the Internal Governance Committee met on Friday, May 10, 2024. In attendance were Ms. Diane Duren, Mr. Tom Kelley, Mr. Roger Dixon, Mr. Bob Freeman, Ms. Diane Mills, and Mr. Stephen Curtiss, City of Omaha Finance Director.

The Committee reviewed the March 2024 Financial Statements, which were strong and 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.

Real Estate Committee

Mr. Jay Noddle stated there was media coverage for Union Omaha's downtown soccer project, but not a lot of details readily available. It appears that what they are planning is independent of MECA. After discussions with the Board, Mr. Noddle will follow up with more information to confirm if the project will be self-sufficient.

The city is in the final stages of acquiring the right-of-way needed through portions of the truck route. It is likely that work will begin in the spring of 2025. The agreement allowing for some truck access at 11th & Cuming Street needs to be revisited. MECA will need to provide an updated schedule of upcoming events.

The Streetcar drawings are 90% complete and currently going through pricing. The city has sold \$70 million in bonds, and the Streetcars themselves have been ordered. There was some early procurement of rails and traffic signals, that led to savings on items with a longer lead time or some materials residing in the United States and not Europe. The Omaha Public Works Department is prequalifying contractors and now should be ready by the first of July to bid sewer, water and the vehicle maintenance facility.

Contract Approvals:

Chairwoman Duren indicated there is one contract requiring Board approval.

Commercial Flooring Systems

RESOLVED, that the Agreement between MECA and Commercial Flooring Systems for carpet replacement 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.

Moved by Mr. Noddle seconded by Mr. Gray.

Motion carried: 5-0

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Wednesday, June 12, 2024, at 1:15 p.m. in the MECA Board Room.

Executive Session

Chairwoman Duren stated the time is 9:45 a.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. Gray, seconded by Ms. Buffett.

Motion carried: 5-0.

Adjournment

At 10:38 a.m. a motion was made to come out of Executive Session, and to adjourn, made by Mr. Noddle, seconded by Mr. Gray.

Motion carried: 5-0

Adjournment 10:38 a.m.