

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION  
AUTHORITY BOARD OF DIRECTORS MEETING – SEPTEMBER 16, 2019**

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 1:15 p.m. on September 16, 2019, in the MECA Board Room at CHI Health Center Omaha, 455 N. 10<sup>th</sup> Street, Omaha, Nebraska.

**Roll Call:**

Present: Chairwoman Diane Duren, Ms. Susie Buffett, Mr. Tom Kelley, Ms. Dana Washington, and Mr. Jay Noddle.

**Proof of Publication:**

Notice of the meeting was published in *The Daily Record* on September 9, 2019, and in the *Omaha World-Herald* on September 9, 2019.

A copy of the Open Meetings Law was posted on the table near the side entrance to the MECA Board Room.

**Approval of Minutes:**

Ms. Buffett moved for approval of the minutes of the August 15, 2019, MECA Board Meeting, seconded by Mr. Noddle.

Motion carried: 5-0.

**President/CEO Report:**

Mr. Roger Dixon stated discussions are underway on examining different entities that play a part of promoting the Men’s College World Series (CWS). In the past, CWS, Inc. has been the driving force in utilizing Bozell, a public relations and advertising agency in Omaha. The National Collegiate Athletic Association’s (NCAA) was pleased with this year’s media coverage generated by MECA’s Director of Communications, Ms. Kristyna Engdahl, and is hopeful to replicate that going forward. The NCAA also has experience with MECA providing marketing services for other NCAA events such as basketball and volleyball. They are interested to see if MECA can play a bigger part in marketing the CWS. Mr. Dixon feels that MECA could easily incorporate this function as Ms. Engdahl is already very involved in handling the public relations for this event.

Mr. Dixon announced that this will be Ms. DeAnn Olsen’s last MECA Board meeting as she has turned in her resignation. The Board of Directors thanked her for her service and wished her well in her future endeavors. Ms. Diane Mills was welcomed as MECA’s new CFO.

**Other Business:**

### **Convention Center Sales & Marketing Update**

Ms. Denise Niebrugge reported that there are currently 118 events on the books, utilizing 229 event days for the fiscal year 2019-2020. Since the August 15, 2019 Board meeting, 19 events and over 8,300 hotel room nights have been added. In addition, 9 license agreements have been signed.

Ms. Niebrugge, along with “Team Omaha” consisting of Keith Backsen, Cathy Keller and Mark Rath from the Omaha Convention and Visitor’s Bureau (OCVB); Marnie Amdor and Robert Sabin from Hilton Omaha; Megan Gilligan from Marriott at the Capitol District; and Gillian Austin with MECA just returned from attending IMEX America, which is a worldwide exhibition for incentive travel, meetings and events, in Las Vegas, Nevada. This conference featured an education day forum and Team Omaha sponsored Paws-for-a-Cause, which featured interaction with therapy dogs and the opportunity to discuss future conferences. Team Omaha finished the final three days of the conference with group presentations and appointments.

Ms. Niebrugge was excited to announce that Team Omaha was successful in securing the American Association of Bovine Practitioners in September 2025. The City of Omaha was selected out of the final cities consisting of Calgary and Birmingham. This convention was also in Omaha in 2009 and 2017. It is a great piece of business for the City of Omaha, bringing in approximately 3,700 hotel rooms.

### **Corporate Sales & Marketing Update**

Mr. Tom O’Gorman stated the Creighton University’s Men Basketball schedule has been set, which allows for planning of sponsorships, new art work, etc.

MECA continues to work with the NCAA on the final planning stages for 2020 at TD Ameritrade Park Omaha (TDAPO). This year there will be around 1,800 seats coming up for renewal.

Mr. O’Gorman is also working with the NCAA on 2020 NCAA Division I Men's Basketball Championship First/Second Rounds (to be hosted by Creighton University), the 2020 U.S. Olympic Swim Team Trials, and discussions have begun for the 2020 NCAA Division I Women’s Volleyball Championship.

There were two concert announcements today - Jason Aldean who will be performing on February 7, and Lauren Daigle who will be performing on May 14. There will be another concert announcement tomorrow, which will be followed by two more announcements around the first of October. The 2019 - 2020 concert calendar looks like another good year.

### **Operations and Technology Update**

Mr. Kevin Raymond reported that Operations focus continues on deep-cleaning, repairs, maintenance and projects in the convention center and arena, preparing for a busy concert and basketball season.

Work has begun on a few of the much-needed technology projects that were approved last month by the Board. The equipment has been ordered for the sound system in the arena and the electrical and fiber are currently being installed on the back end. The speakers will be decommissioned, and

new speakers will be installed after the Omaha River City Rodeo and Monster Jam events are moved out and dirt is removed from the arena. Work on the convention center sound system will take longer than expected due to the events. It will be completed in 8 - 10 phases, starting with the back end communications. This project schedule anticipated completion date is in December.

Layouts proofs are being finalized for the basketball court. The hoops are expected to arrive by the end of the month, they will be installed and tested along with the shot clocks. The court should be delivered the last week of October. It will be installed and ready to go for the first Creighton basketball game on November 1.

### **Levy Food & Beverage Update**

Ms. Chris VanDorn stated that since the last Board meeting on August 15, 2019, Levy has been busy working on special projects. Staff has been deep cleaning all concession work areas, equipment, and coolers throughout the building as well as storage areas in both buildings. Full inventory was taken of china, glass, silver, paper and small wares, which typically happens twice a year. This helps plan for replenishment in advance of back-to-back convention center events from now until the end of November. Levy is working on renewing NFP contracts, subcontractor agreements and finalizing new menus for group sales, suites, Inseat and concessions with our internal menu tasting set for October 2.

Ms. VanDorn announced that the Omaha team will be recognized by the Levy Convention Center Sector this week for their forward-thinking and innovative approach for identifying food allergies for chef's tables in catering. A special printer and software was used to create easy-to-read menu tags that alert guests to common allergens in each food item. Levy displays the FDA's five most common allergens, which are: gluten, eggs, dairy, nuts and shellfish. Templates used help in the production of the tags and make the process manageable when Levy is busy. The labeling system is very easy for guests to read; the entire process helps the Levy team stay informed of the possible allergens in food being served. In addition to allergens, Levy also labels vegetarian and vegan dishes this way. The program is completely customize-able, so that if there are very specific or client needs Levy can work to label items in a way that makes sense for their group.

### **Public Relations Update**

Ms. Kristyna Engdahl stated the Omaha World Herald gave glowing reviews for the two concerts hosted by CHIHCO in September.

The Backstreet Boys headline read that they've only "gotten better" since bursting onto the pop-music scene in the 1990's. They kept the sold-out crowd on their feet for over two-hours.

Alan Jackson also garnered a fair amount of praise, not only for playing hit after hit, but for the overall nostalgia his show generated. Unfortunately, this was his third reschedule date, and he expressed appreciation that fans still turned out in droves for the show.

MECA continues its monthly appearance on *KETV's Midday* where events happening at both venues are promoted. Last week *KMTV* reached out in hopes of organizing a similar arrangement, with the exception of pre-taping segments for their morning show. Ms. Engdahl currently has an

interview booked for Monster Jam, which is here the first week in October, and she is working to set them up with an advance story about the Omaha River City Rodeo.

Finally, as previously mentioned talks continue with the NCAA and CWS, Inc. on what the public relations for the CWS might look like going forward.

### **Committee Updates:**

#### **Internal Governance Committee**

Mr. Tom Kelley reported that the Internal Governance Committee met on Thursday, September 12, 2019, at MECA's offices. In attendance were Chairwoman Duren, Mr. Bob Freeman, Mr. Kelley, Ms. DeAnn Olsen, Ms. Diane Mills, Mr. Dixon and Mr. Stephen Curtis, City of Omaha Finance Director.

The Committee reviewed the June and July 2019 Financial Statements. After overviews from and discussions with Ms. Olsen, the Committee found the report to be reasonable compared to plan and prior periods, and consistent with standard MECA accounting practices.

The Committee also reviewed the preliminary draft audit for the MECA Tri-Park Complex, LLC and anticipate it to be an unqualified opinion.

Finally, the Committee reviewed the CWS waterfall, and noted it was positive for everyone involved, particularly the NCAA.

#### **Real Estate Committee**

Mr. Jay Noddle stated there is a lot of activity related to The RiverFront. Discussion on the Urban Core Committee has moved into transportation and continued pre-planning on a go-forward basis. The Committee is working on coordination between the City of Omaha, MECA, the Omaha Chamber of Commerce, Ken Stinson and Mogens Bay. Mayor Jean Stothert has been very involved, and everyone seems to be moving the same direction. Mr. Noddle anticipates there will be some exciting announcements within the next year for things happening as a result of the Tri-Park project.

### **Contract Approvals:**

Chairwoman Duren indicated there are two contracts requiring Board approval.

### **CHIHC**

#### **Doll Construction LLC**

**RESOLVED**, that the Agreement between MECA and Doll Construction LLC for the removal, disposal and installation of concrete at CHI Health Center Omaha, as more fully described 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. Noddle seconded by Ms. Buffett.

Motion carried: 5-0

### **CHIHCO & TDAPO**

#### **Pest Solutions 365**

**RESOLVED**, that the Agreement between MECA and Pest Solutions 365 to provide pest control services at CHI Health Center Omaha and TD Ameritrade Park 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 Ms. Washington seconded by Mr. Kelley.

Motion carried: 5-0

### **Next Board Meeting**

The next MECA Board of Directors Meeting is scheduled for Tuesday, October 15, 2019, at 8:45 a.m. in the MECA Board Room.

### **Executive Session**

Chairwoman Duren stated the time is 1:31 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 Ms. Buffett.

Motion carried: 5-0.

### **Adjournment**

At 1:55 p.m. a motion was made to come out of Executive Session, and to adjourn, made by Ms. Buffett, seconded by Mr. Noddle.

Motion carried: 5-0

Adjournment 1:55 p.m.