

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
JANUARY 14, 2025**

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, January 14, 2025.

Roll Call:

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

Proof of Publication:

Notice of the meeting was published in *The Daily Record* on January 7, 2025, and in the *Omaha World-Herald* on January 7, 2025.

Approval of Minutes:

Mr. Noddle moved for approval of the minutes of November 18, 2024, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Kelley.

Motion carried: 4-0.

President/CEO Report:

Mr. Roger Dixon deferred to Ms. Bassett for an update on The RiverFront.

Other Business:

Park Update

Ms. Bassett stated that by the end of 2024, The RiverFront celebrated an incredible milestone, welcoming over 5 million visitors since the opening of Gene Leahy Mall in July 2022—a figure considered a conservative estimate. The team is eagerly anticipating the upcoming stretch of improved weather, encouraging even more people to visit and enjoy the park.

The RiverFront once again joined the Holiday Lights Festival this year, transforming the park into a winter wonderland. From November through the New Year, visitors were treated to a stunning display, with every exterior tree wrapped in sparkling lights, large ornaments artfully placed throughout the park, and the iconic towering tree serving as the centerpiece of the festivities.

The Skate Ribbon continues to be a popular attraction for the park. Reservations are a new requirement this year and have significantly improved wait lines for skates and enhanced overall skater experience.

In December, in collaboration with Midwest Fest, the team launched the inaugural Holiday Market, drawing thousands of visitors to The RiverFront. Guests enjoyed a festive array of activities, including ice sculpting, mini-train rides, visits with Santa's reindeer, and cozying up by firepits with hot chocolate and s'mores. The market featured over 20 small, local businesses, offering a unique shopping experience in a magical holiday setting. Plans are already underway to expand this event in 2025, ensuring it becomes an even bigger highlight of the season.

On the construction side, two of the three outstanding Corp of Engineer permits have been officially submitted to the Corp for approval. The final permit will be submitted for the pickleball courts in the next couple of weeks. Bid packages have gone out for this project and construction planning is underway with work anticipated to begin in the spring.

Public Relations Update

Ms. Engdahl stated that throughout the holiday season, The RiverFront hosted a series of successful events, including the Holiday Lights Festival, Holly Day in Heartland of America Park, and the New Year's Eve fireworks show. In a time when many events around the city were slower-paced, these offerings provided a much-needed, family-friendly outlet for the community to celebrate the season. Feedback from the public, both directly and through published interviews, was overwhelmingly positive, with many expressing appreciation for the vibrant atmosphere and the hard work put in by The RiverFront team.

In November, the press conference for the Holiday Lights Festival Lighting Ceremony was held, which was met with strong media participation. Local outlets showed interest in this year's holiday displays, and the coverage reflected the community's delight with the visual enhancements throughout the park. The media's attention helped boost the visibility of the team's efforts, reinforcing the positive impact of the event.

In addition to the Holiday Lights Festival, other key events were promoted, such as Holly Day in Heartland of America Park. This activation was well received by attendees and garnered media attention. The team worked closely with the organizers of the Holiday Market, which was held in collaboration with Midwest Fest. Together, the craftsmanship behind the holiday huts was showcased, also within Heartland of America Park and advanced information about various activations was provided. Despite challenges posed by weather conditions on the first day, the market proved to be a resounding success.

The New Year's Eve fireworks show also received significant media and public attention. Thousands of people braved the cold to witness the spectacular display, and media outlets helped spread the word throughout the day, ensuring a well-attended event.

In December, a press release was issued announcing the estimated attendance at The RiverFront for the year 2024. The park welcomed approximately 2 million visitors throughout the year and hosted over 800 events. Since the park's reopening, there has been a total of about 5 million visitors.

Media monitoring efforts in November revealed significant coverage, with The RiverFront reaching an estimated 18.7 million people. The total publicity value of this coverage was approximately \$173,000. Notably, there were also inclusions on KUSA in Denver, which helped place Omaha in the spotlight through a story about the U.S. Capitol Christmas Tree's journey across the country. There will be further updates on December's media coverage, including the holiday lights and supporting activities, in the coming weeks.

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Tuesday, February 18, 2025, at 10:00 a.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time was 1:08 p.m. and invited a motion to adjourn. A motion to adjourn was made by Ms. Buffett seconded by Mr. Noddle.

Motion carried: 4-0.

Adjournment 1:08 p.m.