

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION
AUTHORITY BOARD OF DIRECTORS MEETING – NOVEMBER 18, 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 10:07 a.m. on Monday, November 18, 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 November 11, 2024, and in the *Omaha World-Herald* on November 11, 2024.

Approval of Minutes:

Mr. Noddle moved for approval of the minutes of October 15, 2024, MECA Board Meeting, seconded by Ms. Buffett.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon stated that in the November general election, voters approved the \$146 million bond for public facilities, which will be used to renovate and expand part of the CHI Health Center Arena (CHIHCO) convention center. Don Barnum with DLR Group will provide a presentation to the Board later in the meeting outlining the design.

MECA, the National Collegiate Athletic Association (NCAA), CWS, Inc., and the City of Omaha just concluded the annual fall partners meeting to discuss details for the upcoming 2025 Men’s College World Series (MCWS). No issues or changes going forward were noted.

The renovation of the boardroom, administration office and employee kitchen are nearly complete. This is the first time it has been refurbished since the opening of the building.

Other Business:

Convention Center Sales & Marketing Update

Ms. Denise Niebrugge stated that there are currently 126 events on the books, utilizing 255 event days for the current fiscal year. Since the October 15 Board meeting, 8 events with 17 event days and over 2,700 hotel room nights have been added and 15 contracts have been signed.

Corporate Sales & Marketing Update

Mr. Tom O’Gorman stated CHIHCO lost a sponsorship that would have been concluded in December. Discussions have already begun for a replacement, with sponsorships anticipated to be back to 100% by the first of the year.

It appears to be a strong year for arena bookings - more announcements are forthcoming. There are also ongoing conversations regarding hosting a few events at Charles Schwab Field Omaha (CSFO) this summer.

Club seats are currently being renewed at CSFO. Any contracts that are not renewed will be evaluated at the end of January, and then filled from the waiting list.

Operations & IT Update

Mr. Kevin Raymond reported that the team continues to focus on events and provided a brief summary of the numerous projects that have been recently completed.

Appreciation was expressed to the operational event staff for their dedication and determination. Changeovers have been intense with the arena flipping from concerts to basketball and back to concerts again.

Lastly, two projects up for Board approval today came back favorably. Hopefully costs will continue to trend lower than anticipated.

Levy Food & Beverage Update

Ms. Chris Van Dorn stated that the convention center was filled with back-to-back events throughout the month of October, hosting 14 events with 31 event days. The arena also finished the strong month with Creighton University men’s basketball charity game against Purdue, which brought year-to-date revenues slightly ahead of budget.

Charles Schwab Field Omaha (CSFO) had another good month of sales during the off season as well with three private events. Revenues are up 150% to budget for the month of October and 119% so far for the year. Levy’s year-to-date net profit remains strong, up almost 25% over budget campus wide with a 763% flow through. An improvement was made by some savings in expense lines but primarily due to an increase of contractor revenue from merchandise sales. The merchandise sales for concerts continue to far exceed expectations.

Another record was set last month for merchandise sales in the building. Billie Eilish previously set the record for the highest merchandise sales when she was here in March 2022. Before yesterday, she was in second place behind Olivia Rodrigo who set the new record in March 2024. After last night, Billie Eilish reclaimed the number one spot with merchandise sales 130% over what Olivia did in March and nearly double what Billie did in 2022.

Operationally, Levy has a lot of projects the team is currently working on, including the pre-season planning for baseball. Weekly or bi-weekly meetings will begin from now until the first week of March when baseball games are scheduled to start.

Public Relations Update

Ms. Kristyna Engdahl reported that the results were received from MECA's education campaign regarding convention center expansion, which ran through mid-October, just ahead of the November general election. Over the course of nearly three weeks, the campaign generated almost 900 thousand impressions, leveraging new media platforms like streaming services and websites such as YouTube. These platforms not only reached a broad audience but also offered viewers the chance to click through and learn more about the project. The effectiveness of the ads was evident from the data: a significant percentage of viewers chose to watch the entire ad, rather than skipping it, with a click-through rate of over 20%, which is understood to be a higher than an average campaign. This indicates strong engagement and a genuine interest in learning more about the project and an encouraging sign of the campaign's success in educating the public.

In the wake of the bond approval, there is continued media interest, with coverage focusing on next steps, particularly when construction might begin and what's in store for CHI Health Center Omaha. These opportunities have been used to provide updates on the timeline and express gratitude to the community for their support.

The past few weeks have also seen significant efforts supporting the Billie Eilish concert. This high-profile event required extensive communication and coordination. Announcements were made proactively to inform attendees about general admission procedures, the availability of vegan options, water refill stations, and ORBT's extended hours to support the show's focus on green initiatives and encouraging public transportation. Feedback from the show's team has been positive, confirming that proactive efforts were appreciated.

Media monitoring efforts were strong in October for CHI Health Center Omaha, with nearly 2,000 mentions tracked, reaching 1.9 billion people. Major concert development, including Billie Eilish and Jelly Roll, dominated headlines. Additionally, Creighton Men's Basketball garnered widespread attention, with several stories syndicated through MSN.com and USA Today, extending the reach of coverage to billions of people.

Committee Updates:

Internal Governance Committee

Mr. Tom Kelley reported that the Internal Governance Committee met on Wednesday, November 6, 2024. In attendance were Ms. Diane Duren, Mr. Tom Kelley, Mr. Roger Dixon, Mr. Bob Freeman, and Ms. Diane Mills.

The Committee reviewed the July 2024 Financial Statements, which were very 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 provided an update on activity in the downtown Omaha area, noting the city continues to advance the truck route.

Contract Approvals:

Chairwoman Duren indicated there are three contracts requiring Board approval.

Eighth Amendment to Agreement and Lease with City of Omaha

RESOLVED, that the Eighth Amendment to Agreement and Lease between MECA and the City of Omaha, as set out on the attached summary, is hereby ratified and approved.

Chairwoman Duren invited public and Board comment and asked for a motion.

The Board discussed the specifics of the Agreement, specifically if the streetcar is not a success. Mr. Bob Freeman stated that Jennifer Taylor, Deputy City Attorney, was in attendance and asked if she could provide more information. Ms. Taylor stated that there have been discussions on how the property would be handled should the streetcar or streetcar system be abandoned or cease to be utilized. The city will put together a process in which the property would be reincorporated into the lease site area. Chairwoman Duren inquired if Ms. Taylor could speak about the impact on parking in Lot A by the streetcar construction. Ms. Taylor noted one of the exhibits in the Eighth Amendment outlines how the city will replace parking stalls in Lot A. There will be no net loss of parking to MECA.

Moved by Mr. Kelley; seconded by Mr. Gray. Mr. Noddle recused himself from voting.

Motion carried: 4-0

Nickerson NY, LLC

RESOLVED, that the Agreement between MECA and Nickerson NY, LLC for replacement of the arena reduction curtain system at CHI Health Center Omaha, as set out 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. Buffett; seconded by Mr. Noddle.

Motion carried: 5-0

Daktronics, Inc.

RESOLVED, that the Agreement between MECA and Daktronics, Inc. for the replacement of arena video display systems at CHI Health Center Omaha, as set out 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. Kelley; seconded by Ms. Buffett.

Motion carried: 5-0

Convention Center Expansion Presentation

Mr. Don Barnum, DLR Group, provided an audio-visual presentation, which outlined site plans, floor plans, interior and exterior renderings, and interior materials for the Board's review, noting that while this Convention Center addition provides for the growing demands of the industry, it offers an opportunity to enhance the aesthetics of the highly visible East side with the recent addition of development along the riverfront. Work is slated to start in January 2025, and completion is expected in August 2027.

Contracts Recently Awarded:

MECA has recently awarded the following contracts:

- Security Equipment Inc. (SEi) / Video Surveillance Additions to CHI Health Center Omaha and Charles Schwab Field Omaha

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Thursday, December 19, 2024, at 10:15 a.m. in the MECA Board Room.

Executive Session

Chairwoman Duren stated the time is 10:53 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 Ms. Buffett, seconded by Mr. Kelley.

Motion carried: 5-0.

Adjournment

At 11:18 a.m. a motion was made to come out of Executive Session, and to adjourn, made by Mr. Gray, seconded by Mr. Noddle.

Motion carried: 5-0

Adjournment 11:18 a.m.