

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
NOVEMBER 18, 2024**

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 10:00 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. Gray moved for approval of the minutes of October 15, 2024, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Noddle.

Motion carried: 5-0.

President/CEO Report:

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

Other Business:

Park Update

Ms. Bassett stated that the last couple of months have been spent making adjustments to the landscaping. This included adding flagstones to areas where pedestrians cut across plantings, swapping out plants based on success, adding limestone blocks to areas where additional seating could be utilized, and adding edging in areas where mulch meets decomposed granite to prevent wash-out. Construction contingency funds were held and specifically designated for these types of adjustments.

Last week, Gene Leahy Mall hosted a special celebration for the U.S. Capitol Christmas Tree as it makes its way from Alaska's National Forest to the U.S. Capitol lawn.

The 2024 roller skating season has officially concluded. The ice making process has begun and completion is anticipated around the Thanksgiving holiday. Reservations will be required to speed up the check-in process in an effort to reduce long lines at the skate kiosk. Reservations can be made online at <https://theriverfrontomaha.com>.

The installation of seasonal decorations will begin this week. The holiday tree will necessitate temporary closure of 8th Street between Farnam and Douglas Streets. This closure is expected to be reopened before Friday's Creighton University's Men's basketball game against Nebraska. All holiday lights will be ceremoniously turned on for the first time on November 30.

The first of three outstanding Corp of Engineers permits was officially submitted on October 24, and the submission of the final two permits is estimated to be within the next eight weeks. The team is working closely with the City of Omaha to ensure all permit documents are included. Bid packages were put out to public bid and the pickleball court awards are included within the white paper notifications today.

Public Relations Update

Ms. Engdahl stated that in support of the seasonal events at the park, the team has been proactive in issuing media reminders about key activities, including the installation of holiday lights, temporary road closures, and the upcoming transition to ice skating. These efforts are aimed at building excitement and engagement in the community ahead of the assuredly busy weeks to come.

MECA has also been collaborating on media and promotional materials for the Holiday Lights Festival and the Lighting Ceremony later this month. In addition to earned media and marketing opportunities, the team will participate in tomorrow's official press conference at the Holland Performing Arts Center, offering a sneak peek at the festive events at Gene Leahy Mall and The RiverFront. This press event will provide an opportunity for the community to learn more about the exciting activations planned for this holiday season.

The community's enthusiasm for the holidays is already evident, especially with the positive media presence surrounding the US Capitol Christmas Tree's stop at Gene Leahy Mall. Visitors had the unique opportunity to participate in a piece of holiday history as the tree made its 4,000-mile journey to Washington, D.C. The media coverage, including early evening live shots, encouraged people to come down and see the massive truck hauling the tree, further sparking interest in the season's events.

Earlier this month, a fun milestone was celebrated with the announcement that The RiverFront, CHI Health Center Omaha, and Charles Schwab Field are now featured in the Omaha Monopoly game. Each location has its own property square, with Charles Schwab Field representing the most expensive property at 300 Monopoly Dollars. These limited-edition games are now available at local retailers, including Made in Omaha, providing a fun way for the community to engage with these iconic locations.

In terms of media coverage, The RiverFront had a strong October, with 232 mentions reaching a total audience of 177 million people. The most significant coverage came from MSN.com, which featured a story in collaboration with OJB, reaching 122 million people, about revitalizing Omaha's riverfront. Additionally, syndicated stories by Yahoo! News about the new Children's Museum, which included mentions of The RiverFront, had a reach of about 27 million people.

Looking ahead, media outreach will be continued with press materials for Holly Days at The RiverFront, the park's annual holiday celebration, and the Midwest Fest Holiday Market, both of which are sure to generate excitement in the coming weeks.

Recently Approved Contracts:

The Construction Manager, Kiewit Infrastructure Company, has recently awarded the following contracts:

- Lewis & Clark Landing Pickleball Courts – Electrical, lighting and telecommunications

- Lewis & Clark Landing Pickleball Courts – Sitework and landscaping
- Lewis & Clark Landing Pickleball Courts – Fencing and handrail
- Lewis & Clark Landing Pickleball Courts – Pickleball specialties, court surfacing and nets
- Lewis & Clark Landing Pickleball Courts – Flatwork and stairs
- Landscape Adjustments – Added block wall, stone edging, and flagstone

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Thursday, December 19, 2024, at 10:00 a.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time was 9:06 a.m. and invited a motion to adjourn. A motion to adjourn was made by Mr. Gray seconded by Mr. Noddle.

Motion carried: 5-0.

Adjournment 10:06 a.m.