

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
FEBRUARY 18, 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 10:00 a.m. on Tuesday, February 18, 2025.

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 February 11, 2025, and in the *Omaha World-Herald* on February 11, 2025.

Approval of Minutes:

Mr. Noddle moved for approval of the minutes of January 14, 2025, MECA Tri-Park Complex, LLC Board Meeting, seconded by Ms. Buffett.

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 announced that the first event of 2025 has taken place—a seed swap where horticulture enthusiasts gathered in the new community space inside the park office.

The events team is finalizing the 2025 event and program calendar for The RiverFront, featuring many returning favorites. Highlights include partnerships with yoga studios, YMCA family-friendly movie nights, animal programs like Critter Chats, and the annual Independence Day celebration. New program partners have also been added, including the 75th Community Celebration of the Men's College World Series. The full event calendar is expected to be finalized and publicly announced in March.

Meanwhile, the operations team is securing materials and services for spring activities, such as spreading mulch and de-winterizing the park's water features.

The horticulture team has been taking advantage of warmer days to cut back dormant plants in preparation for spring growth.

Additionally, all three outstanding Corps of Engineers permits have been officially submitted. Bid packages have been distributed, with the final award package nearing completion. Construction planning is underway, with work expected to begin this spring.

Public Relations Update

Ms. Engdahl stated that when weather permits, the cold conditions create the perfect atmosphere for ice skating at the Skate Ribbon, which has become a standout feature in the local media landscape over the past few months. The RiverFront Skate Ribbon was recently included in a comprehensive list of the best ice-skating destinations in the *Omaha World-Herald*, underscoring its growing popularity. Additionally, several news outlets have run features urging the community to experience the Skate Ribbon firsthand, further solidifying its place as a beloved destination.

Looking back on media coverage in January, the conclusion of the Holiday Lights Festival generated significant earned media, especially thanks to the community's love for fireworks. The event garnered attention from multiple live reporters, adding a dynamic presence that helped to capture additional viewers, ensuring that even those who hadn't yet attended were encouraged to visit.

In total, media monitoring tracked 182 mentions of The RiverFront, reaching about 4.2 million people across a range of platforms. Notably, 84% of that reach was local, while national coverage accounted for around 4%. The most substantial coverage came from local news outlets covering the successful conclusion of the Holiday Lights Festival, further highlighting the park's central role in that community-favorite event.

Looking ahead, the team works to keep the momentum going by strategically promoting the park's many upcoming events. As warmer weather approaches, the community will be engaged with forward-looking campaigns designed to build anticipation for all that The RiverFront has to offer, ensuring another successful year ahead.

Contract Approvals:

Chairwoman Duren indicated there is one contract for approval.

Mulhall's Landscape.

RESOLVED, that the Agreement between MECA Tri-Park Complex, LLC and Mulhall's Landscape for hardwood mulch supply and spreading at Gene Leahy Mall, Heartland of America Park and Lewis & Clark Landing, as more specifically set out 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. Gray seconded by Ms. Buffett.

Motion carried: 5-0

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Tuesday, March 11, 2025, at 1:00 p.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time was 10:06 a.m. and invited a motion to adjourn. A motion to adjourn was made by Mr. Gray seconded by Mr. Kelley.

Motion carried: 5-0.

Adjournment 10:06 a.m.