

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
MARCH 11, 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, March 11, 2025.

Roll Call:

Present were: Chairwoman Diane Duren, Ms. Susie Buffett, Mr. Ben Gray, and Mr. Tom Kelley.

Proof of Publication:

Notice of the meeting was published in *The Daily Record* on March 4, 2025, and in the *Omaha World-Herald* on March 4, 2025.

Approval of Minutes:

Ms. Buffett moved for approval of the minutes of February 18, 2025, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Gray.

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 announced that the warmer weather has brought an increase in attendance at The RiverFront and the park will increase both custodial and security staffing accordingly.

On Friday, the events and planning team, in collaboration with the Kiewit Luminarium and Nebraska SciFest, will host Pi Day at the Arrival Plaza in Lewis & Clark Landing. This fun-filled event will celebrate the iconic number Pi (3.14) with engaging learning activities and free mini pies from Pettit's Pastry.

Later this month, The RiverFront will publicly announce the 2025 event and program calendar, celebrating the program partners, and highlighting many self-produced events.

This July marks the three-year anniversary of Gene Leahy Mall's re-opening, as well as the conclusion of the current artwork loan in the Sculpture Garden. In anticipation of this, MECA has been collaborating with KANEKO, the International Sculpture Center, and many others in the community to secure the loan of new artwork, set to be installed later this year. The sculptures currently on display have become iconic, appearing in thousands of photos and numerous publications. The team is excited to welcome new pieces and enhance the experiences around them in partnership with KANEKO.

Spring cleanup plans are moving forward, covering operational tasks like roller skating preparations, plant cutbacks, lawn treatments, water features, and post-winter park repairs. The current focus is on planning to ensure activities can be swiftly implemented.

The Discovery Playground in Lewis & Clark Landing is running for USA Today's 2025 Best Public Playgrounds. Public voting for this reader's choice award opened yesterday, with the playground being one of twenty across the country under consideration.

Public Relations Update

Ms. Engdahl stated as warmer weather arrives, there is an exciting opportunity to further promote park activation through press releases distributed to both traditional media outlets and digital platforms. This not only allows for advanced promotion of upcoming events but also encourages real-time coverage on the day of the events themselves. Maintaining strong, proactive communication with local media partners will be crucial as more events return to the park. With overlapping events and a growing lineup of larger-scale activities throughout the season, the demand for media attention will increase. Fortunately, a strong and mutually beneficial relationship has been cultivated with local media, who understand the value of this space and its ability to bring the community together. By keeping them informed, it will continue to highlight the exciting and diverse happenings taking place downtown.

Looking back at media monitoring data from February, The RiverFront had an excellent month, reaching approximately 2.5 million people through mentions across both social media and traditional media platforms. Notably, around 80% of this reach was local coverage, while the remaining 20% stemmed from out-of-market and national outlets, helping to extend the park's visibility far beyond the immediate region.

A particularly high point was the announcement surrounding the Men's College World Series 75th anniversary, which included notable coverage of the pre-event party hosted at the park. This announcement received significant pickup, garnering mentions across all local media outlets and even appearing in sports trade publications such as *Sports Travel*. The majority of impressions, however, came from local outlets, with the event being mentioned multiple times in various broadcasts. This level of visibility proved to be beneficial for all parties involved, including Charles Schwab Field, The RiverFront, and the MCWS, creating a positive, synergistic relationship between the park and other major community stakeholders.

Throughout February, there were a total of 60 mentions, resulting in an estimated publicity value of approximately \$23,000. Media attention and coverage are expected to rise even more with the warmer weather and the exciting events planned for the park. As these events draw larger crowds, MECA's media partnerships' visibility and impact will continue to expand.

Contract Approvals:

Chairwoman Duren indicated there is one contract for approval.

KANEKO

RESOLVED, that the Agreement between MECA Tri-Park Complex, LLC and KANEKO for art pieces to be placed within the Gene Leahy Mall Sculpture Garden, 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. Kelley seconded by Mr. Gray.

Motion carried: 4-0

Recently Approved Contracts:

MECA has recently awarded the following contracts:

- Ray Martin Company – Water feature winterization and de-winterization

Kiewit Infrastructure Company has recently awarded the following contracts:

- Castle Contracting – Lewis & Clark Landing / Flood light civil sitework
- Shawmark, Inc. – Lewis & Clark Landing / Flood light concrete paving

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Wednesday, April 16, 2025, at 9:00 a.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.