

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
JANUARY 15, 2026**

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 9:00 a.m. on Thursday, January 15, 2026.

Roll Call:

Present were: Chairwoman Diane Duren, Ms. Susie Buffett, Mr. Jay Noddle, Mr. Tom Kelley, and Mr. Ben Gray who participated by telephone.

Proof of Publication:

Notice of the meeting was published in *The Daily Record* on January 8, 2026, and in the *Omaha World-Herald* on January 8, 2026.

Approval of Minutes:

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

Motion carried: 5-0.

President/CEO Report:

Mr. Adam Straight spent time at The RiverFront walking the park and meeting the staff there. All team members are encouraged to step out of the office periodically to experience the space as the public does and positively reset their frame of mind. During this initial visit, conversations focused on the event calendar, including a review of current programming and exploration of opportunities for events that could become annual fixtures. These discussions will continue in greater depth over the coming months.

Mr. Straight summarized that overall, his first week and a half as President and CEO has been productive and well received.

Other Business:

Park Update:

Ms. Katie Bassett reported that the past two months brought seasonal change, energy, and holiday excitement to The RiverFront. In November, the Skate Ribbon transitioned from roller skating to ice skating, marking an exciting seasonal shift for visitors skating through Heartland of America Park. The busiest period for skating occurs from mid-December through the end of the year, and in 2025 the park welcomed more than 20,000 skaters.

As previously discussed, advance reservations are required for skating sessions. This system helps minimize long lines and improves the overall guest experience. Availability is shared through social media and the website, allowing guests to plan ahead and reducing congestion. The

reservation platform also enables timely communication with guests when weather conditions impact skating operations.

November and December featured several traditional annual events, including the Holiday Lights Festival lighting ceremony and the Midwest Fest Holiday Market, along with the installation of seasonal holiday décor throughout the park.

The RiverFront concluded the year by hosting the annual New Year's Eve fireworks display, which unfortunately ended earlier than scheduled.

Beyond programming, The RiverFront Operations Team continues to prioritize proactive park care, including plant health management and tree trimming to ensure the long-term success of the park's landscape. In partnership with Omaha's Henry Doorly Zoo, trimmed branches and foliage were donated and used as natural, sustainable enrichment for animals. The RiverFront team continues to seek out meaningful and environmentally responsible initiatives such as this.

In 2025, The RiverFront welcomed approximately 2.3 million visitors across its 72 acres. Since the opening of Gene Leahy Mall in 2022, total visitation has reached approximately 8.2 million, positioning MECA to welcome its ten-millionth visitor in the coming year.

Additionally, The RiverFront Events Team delivered more than 600 free public events and coordinated over 250 food truck days throughout the year.

Public Relations Update:

Ms. Grace Safford reported that the Holiday Lights Festival and the broader holiday season generated significant media attention for The RiverFront throughout November and December. Coverage included Sunday morning live shots with KETV at the Skate Ribbon for the KETV Family Festival, which coincided with the final weekend of the Midwest Fest Holiday Market.

Additional holiday-season stories featured a Christmas traditions segment by WOWT at the Skate Ribbon, highlighting families who have made skating part of their annual holiday celebrations. WOWT also ran a feature focusing on The RiverFront's ability to maintain strong attendance despite ongoing construction - an issue MECA will continue to navigate over the next two years and a topic that is likely to remain of interest to local media.

KETV conducted a New Year's Eve Firework Extravaganza preview interview, providing an opportunity to reiterate recommended viewing locations and encourage early arrival for downtown parking. While the fireworks show concluded slightly early due to an incident at the launch site, a coordinated press release, which was issued within hours with support from the Mayor's Office and the Holiday Lights Festival team, helped minimize public concern, resulting in few complaints. This incident may, however, prompt additional security-related questions in advance of future fireworks events, including next year's New Year's Eve celebration and potentially the Fourth of July.

Next Board Meeting

The next Board of Directors Meeting is tentatively scheduled for Wednesday, February 18, 2026, at 1:00 p.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time was 9:07 a.m. and invited a motion to adjourn. A motion to adjourn was made by Ms. Buffett seconded by Mr. Noddle.

Motion carried: 5-0.

Adjournment 9:07 a.m.