

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION  
AUTHORITY BOARD OF DIRECTORS MEETING – MAY 17, 2018**

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 1:00 p.m. on May 17, 2018, in the MECA Board Room at CenturyLink Center Omaha, 455 N. 10<sup>th</sup> Street, Omaha, Nebraska.

**Roll Call:**

Present: Chairwoman Diane Duren, Ms. Susie Buffett, Mr. Tom Kelley, Mr. Jay Noddle and Ms. Dana Washington.

**Proof of Publication:**

Notice of the meeting was published in *The Daily Record* on May 10, 2018, and in the *Omaha World-Herald* on May 10, 2018.

A copy of the Open Meetings Law was posted on the table near the side entrance to the MECA Board Room.

**Approval of Minutes:**

Ms. Buffett moved for approval of the minutes of the April 10, 2018, MECA Board Meeting, seconded by Mr. Kelley.

Motion carried: 5-0.

**President/CEO Report:**

Mr. Roger Dixon introduced Mr. Robert Sabin, the new General Manager of Hilton Omaha. The Board welcomed Mr. Sabin to Omaha.

**Other Business:**

**Convention Center Sales & Marketing Update**

Ms. Denise Niebrugge stated that there are currently 135 events on the books, utilizing 252 event days for the fiscal year 2017-2018. Since the April 10, 2018, Board meeting, 13 events with over 23 event days and over 3,700 hotel room nights have been added. In addition, 24 license agreements have been signed.

On June 1, representatives from the Omaha Convention & Visitors Bureau (OCVB), Hilton Omaha and Ms. Niebrugge will be attending the Meeting Planners International convention where they will be conducting one-on-one appointments. This year they are sponsoring a new concept called a “Zen-Zone”. Meeting planners and attendees that attend conferences are constantly on the go and tend to get physically and mentally run down. The Zen-Zone is a place where they can come, relax and chill out. Eye masks with the CenturyLink Center Omaha (CLCO) and OCVB logos will be distributed.

### **Corporate Sales & Marketing Update**

Mr. Tom O’Gorman stated work has begun on CenturyLink Center Omaha (CLCO) renewals. There are 18 suites, 400 Club seats, and 8 sponsorships up for renewal. The main focus will be on the suites as their renewal date is June 30, as well as the Sponsorships which renew on August 1. The Club seats will renew September 1.

This week CLCO will host Kevin Hart, Shania Twain and U2. The Big Ten Tournament will begin on May 23, followed by the Men’s College World Series (CWS) right around the corner in June.

Chairwoman Duren inquired about the status of the bungalows for the CWS. Mr. O’Gorman stated that there will be 2 - 3 units available this year. They are in the process of negotiating the rental structure to a profit share with the company rather than paying a fee. Mr. Noddle asked if they would be located in the front apron area, as they have been in the past. Mr. O’Gorman responded that the units will be relocated to the north lawn.

### **Operations and Technology Update**

Mr. Kevin Raymond stated that there is not much happening in terms of projects, as the spotlight is almost entirely on events. The security procedures for the Berkshire Hathaway Annual meeting went very well. MECA worked closely with Clarke Security utilizing the new walk-thru metal detectors at CLCO.

Preparations are in full swing for the upcoming concerts, as well as baseball. The signage will be changed after the final Creighton University baseball game to prepare TD Ameritrade Park Omaha (TDAPO) for the Big Ten Tournament. They hope to have a week of relaxation following the Tournament and come back refreshed and ready for CWS.

Chairwoman Duren inquired how the turnovers happen when you have three concerts in a row. Mr. Raymond responded that the biggest challenge will be on Friday night after Shania Twain moves out. He anticipates the move out being completed between 1:00 - 2:00 a.m. U2 is scheduled to start moving in at 2:00 a.m. It’s a fast paced work environment, but Mr. Raymond’s team is experienced and they love the challenge of the job. He is confident his team will do well.

### **Levy Food & Beverage Update**

Ms. Chris VanDorn reported that Levy has been extremely busy as well, as 32 days out of the last 35 days since the April 10 Board meeting have had some catering activity going on. Ten of those days had overlapping events at TDAPO and CLCO. Outside of set-up and crew meals, Levy served just over 22,000 meals that included plated, chef’s table and reception style. Ms. VanDorn put it in a financial perspective, noting April’s books closed with the third highest revenue of this fiscal year, behind February and December. There is the potential of beating April’s volume with everything going on in May. There have been a lot of back to back events, really late nights, and super early mornings, and most of the time it is the same team working it all. Kudos to the Levy team for their efforts this last month and for the next several weeks as well.

Ms. VanDorn stated that the Berkshire Hathaway annual meeting was a huge success. There was just over a 15% increase in sales this year over last year. Berkshire typically provides complimentary breakfast items such as a pastry, coffee, soda, juice and water in the morning. Levy was asked to have a few stands open earlier than normal so that guests could purchase something in lieu of the complimentary items. Those two stands did very well. Guests were ready to purchase breakfast items, or even more popular were the lunch items being served at 7:00 a.m. in the morning. The express lunch locations had the highest volume revenues this year since first being offered in 2009. Jason's Deli continues to do a great job for this event. Levy increased the number of box lunches ordered this year and nearly sold-out of those as well. Every year the vegetarian sandwich option and salads are the first to sell out; however, this year these items were what was left over. It demonstrates how quickly demographics can change on what guests want to eat.

Levy is working to get through the next three busy event nights, and gearing up for the Big Ten Tournament next week, followed by preparation for the CWS. Ms. VanDorn added that Levy has all of their concession concepts, suite, in-seats, and signature food items ready to roll out the week of the Series.

Chairwoman Duren Chairwoman Duren asked what the date of the CWS press conference and tasting would be. Ms. VanDorn stated that the date has not been finalized, but it is typically the Wednesday leading up to the Series.

### **Public Relations Update**

Ms. Kristyna Engdahl stated it has been a busy month at CLCO. The International Omaha once again brought large crowds throughout the building and generated a lot of media interest. Nearly every day of the event there was media coverage. Additionally, there were live reports throughout two local morning shows, which helped CLCO get in front of families and encourage people to attend the event.

The first weekend of May, the Berkshire Hathaway Shareholders annual meeting came roaring into CLCO, with speculated record crowds – drawing international media attention, which is always fascinating to witness. Ms. Engdahl noted that network media was here such as CNBC – in fact, more than once they went to live coverage right from the exhibit hall floor. There were also celebrities, Kathy Ireland and Jimmy Buffett, in the building which generated a lot of social media traffic and interest for CLCO. Similarly when people from across the world come here and “check-in” on Facebook, it places the venue on the international stage again because their friends, from their countries, can see and admire the facilities, helping to build CLCO's worldwide reputation.

Currently, Ms. Engdahl has been active on social and traditional media, spreading the word on policy for Kevin Hart, Shania Twain and U2 which, isn't limited to, but includes clear bags.

Lastly, Ms. Engdahl has been promoting the Big Ten Baseball Tournament, and already pushing out the clear bag message to guests as this will be the first time TD Ameritrade Park Omaha hosts a large out of a town contingent. The plan is to get the information in front of them before they walk through the ballpark doors.

Chairwoman Duren inquired if this was the first time CLCO had a request for no cell phone use during an event. Mr. Dixon responded that yes it is, but this is not totally uncommon with comedy shows. The security will be increased to enforce the show's policy. Ms. Engdahl added that MECA is very active on social media and traditional media outlets to get this information to guests.

### **Committee Updates:**

#### **Internal Governance Committee**

Ms. Dana Washington reported that the Internal Governance Committee met on Tuesday, May 15, 2018, at MECA's offices. In attendance were Ms. Washington, Chairwoman Duren, Mr. Robert Freeman, Mr. Dixon, and Ms. DeAnn Olsen. The Committee reviewed the March 2018 Financial Statements. It was noted that it was a very good month, favorable to plan. After overviews from and discussions with Ms. Olsen, the Committee found the report to be reasonable compared to plan and prior periods, and consistent with standard MECA accounting practices.

#### **Real Estate Committee**

Chairwoman Duren stated that she, along with Mr. Bob Freeman and Mr. Dixon met on Tuesday, May 15 with a subset of the City Council. They discussed the recent Lot B developments in terms of the two agreements that will be presented to the City Council. The group answered questions, gave a brief history, walked through the rationale, and discussed what had transpired. Mr. Freeman outlined what the agreements entailed and answered questions to their satisfaction. The City Attorney, Mr. Paul Kratz, attended the meeting as well and reviewed the documents.

### **Contract Approvals:**

Chairwoman Duren indicated there are two contracts requiring approval.

### **CLCO**

#### **10 Men LLC**

**RESOLVED**, that the Agreement between MECA and 10 Men LLC to provide all labor, equipment and materials to repair the roof above the ballroom and ancillary areas at CenturyLink Center Omaha, as more fully described 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. Noddle seconded by Mr. Kelley.

Motion carried: 5-0

#### **Quality Beers of Omaha, LLC**

**RESOLVED**, that the Advertising/Sponsorship Agreement between MECA and Quality Beers of Omaha, LLC for advertising at CenturyLink Center Omaha, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Advertising/Sponsorship 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

### **Next Board Meeting**

The next MECA Board of Directors Meeting is scheduled for Wednesday, June 20, 2018, at 9:30 a.m. in the MECA Board Room.

### **Executive Session**

Chairwoman Duren stated the time is 1:23 p.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 Mr. Kelley seconded by Ms. Buffett.

Motion carried: 5-0.

### **Adjournment**

At 2:08 p.m. a motion was made to adjourn, made by Mr. Kelly, seconded by Ms. Buffett.

Motion carried: 5-0

Adjournment 2:09 p.m.