

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION  
AUTHORITY BOARD OF DIRECTORS MEETING – SEPTEMBER 30, 2014**

A meeting of the Board of Directors of the Metropolitan Entertainment & Convention Authority (“MECA”), a Nebraska nonprofit corporation, was called to order by Chairman Dana Bradford at 10:00 a.m. on September 30, 2014, in the MECA Board Room at CenturyLink Center Omaha, 455 N. 10<sup>th</sup> Street, Omaha, Nebraska.

**Roll Call:**

Present: Chairman Dana Bradford, Ms. Diane Duren, Mr. John Lund, Mr. Jay Noddle, and Mr. Willy Theisen.

**Proof of Publication:**

Notice of the meeting was published in *The Daily Record* on September 23, 2014, and in the *Omaha World-Herald* on September 23, 2014.

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. Duren moved for approval of the minutes of the August 26, 2014 MECA Board Meeting, seconded by Mr. Lund.

Motion carried: 5-0.

**President/CEO Report:**

Mr. Roger Dixon introduced Lisa Crum, his new Executive Assistant, scheduled to officially start October 6; and, the new Executive Chef, Tom Elder.

The Annual NCAA/CWS meeting was held this month. Mr. Dixon discussed how beer and wine sales have only been allowed in the Club over the past 2-3 years. Starting in 2015, those beverages will be allowed into the Club seating area in an unmarked cup. With this change, MECA hopes this will open congestion in the lounge area and increase food sales. Also discussed was the Series overlap of the 2016 Olympic Swim Trials. The Olympic Swim Trials will start on the last Sunday right before the CWS Championship, with possibly 2-3 nights overlap. Due to prior success in 2012, no changes will be made regarding the NCAA schedule. However, NCAA has agreed to pay for the busing of MECA employees from the north side parking to Lot A in 2016.

**Other Business:**

**Convention Center Sales & Marketing Update**

Ms. Denise Niebrugge stated there are currently 145 events on the books with 237 event days. As of the August 26 board meeting, 18 events with 34 event days have been added, and over 5,000 hotel room nights booked for the next five years. In addition, 24 license agreements have been signed.

Ms. Niebrugge also noted the post-con for MPI (Meeting Professionals International) resulted in 20 appointments, following with eight prospects and three RFP's interested in Omaha. The ASAE (American Society of Association Executives) is an awareness trade show which resulted in 69 prospects and two RFP's and 23 DMC's (Destination Management Companies).

### **Corporate Sales and Marketing Update**

Mr. Tom O'Gorman reported just returning from International Entertainment Buyer's Association Conference.

A press conference will be held today announcing the Crawford/Beltran fight on November 29, 2014. Other previous announcements included the Harlem Globetrotters and Slipknot with Korn. Cher has postponed her concert due to illness; a reroute of her dates is being determined.

Mr. O'Gorman stated the Club seat renewal for CLCO (CenturyLink Center Omaha) is sold out. Although one suite did come up for assignment/assumption, that agreement is back and assumed, putting MECA back to 100% on the suite sales. As for the sponsorships, the three available are in the works.

At TDAPO (TD Ameritrade Park Omaha) all club seats are out for payment. There is a waiting list if any come up for assumption, so those should remain 100% sold.

Creighton University's Big East schedule of home games has been released; unfortunately, there are five double headers coinciding with UNO Hockey (1:00/7:00 times).

### **Operations and Technology Update**

Mr. Kevin Raymond reported a busy month, most notably the River City Rodeo. Dirt in the arena from the last event on Sunday had been removed that evening, and by 7:00 a.m. on Monday morning the hockey rink had been built with ice finished by early afternoon. A quick turnaround was also made in the Convention Center from the parade of stock for the auction area to the set up for the Crawford Press Conference.

At TDAPO, preparations are being finalized for the FXFL (Fall Experimental Football League). The team arrived last week along with the Boston Brawlers. Although practices are held at Blackburn Alternative School, they are using the Stadium facility to dress/undress. The first game is next Wednesday, October 8.

Mr. Raymond noted secure system access has been given to OCVB (Omaha Convention and Visitors Bureau) to view current and upcoming events.

Last week, Mr. Raymond provided estimated costs to provide free public wi-fi for both sides of the facility, as well as TDAPO. Mr. Theisen requested a summary of that information. Mr. Raymond responded that currently both facilities have a DAS (cellular distributed antenna system). A third party, Crown Castle (a national leading DAS provider) came in to observe the capital, design, and installation of the equipment. This change now allows the public in the arena, convention center and TDAPO, access on smart phones or tablets getting high speed data and 4G. Wi-fi is wireless and a completely different signal that would require MECA to install a network separate from the DAS. Access points or antennas would need to be installed throughout both facilities, which would utilize MECA's network and internet bandwidth to

provide user access. Mr. Theisen asked Mr. Raymond if those were his estimates or potential providers' estimates. Mr. Raymond responded that MECA had worked with CenturyLink, Cisco, an engineering firm that provided a proposal with estimates within 5% of budget. Mr. Lund noted an increasing trend with other arenas in the Midwest offering free wi-fi. Mr. Raymond commented that although free wi-fi could be a benefit, cellular companies are currently spending billions of dollars upgrading their national networks, which would result in consumers getting more data for less money. This upgrade may make wi-fi an unpopular choice because of better bandwidth on the cellular 4G. Ms. Duren asked if there are any requests or complaints related to not having free wi-fi for the public. Mr. Raymond stated that since the DAS was installed, complaints have been few. The larger events needing wi-fi, or any type of IT services, have commented favorably that MECA is priced well under national industry standards.

### **Levy Restaurants Update**

Ms. Chris VanDorn reported just over 1000 team members and not-for-profit team group members attended the September training sessions. Levy is starting out the season with roughly 200 team members and a total of 28 not-for-profit, with nine of those being new. September was a busy month with the concerts, River City Rodeo, and catering. The Eric Church concert set a building record for sales and per caps. A new concession menu was rolled out during RCR event and was very successful. The District Market Menu has been redesigned and already indicates a positive change. Also noted is the redesign of some equipment allowing MECA to continue catering to the demographics of an event in Hall B. Ms. VanDorn is looking forward to see how these changes will translate to sales for UNO and Creighton as well.

Ms. VanDorn also noted how excited the team is to work with Tom Elder ("Chef Tom") who started on September 9. He has been instrumental in some new menu rollouts, and walked right into catering events that week, along with the Eric Church concert.

Mr. Theisen commented that during the Eagles and Eric Church concerts, he had observed how the Levy staff was very well organized and working hard to accommodate every guest.

### **Public Relations Update**

Ms. Kristi Andersen announced MECA is receiving great reviews from guests that attended the Eagles and Eric Church concerts. Mr. Coffey from the *World-Herald* wrote a nice review of Eric Church. Ms. Andersen also noted that River City Rodeo wrapped up on Sunday. All four TV stations and the *World-Herald* were here covering the events from start to finish. Mr. Lund asked what the RCR total ticket sales were for the three days. Ms. Andersen will put the numbers together for review.

Today at 12:30 p.m. in the Grand Ballroom, the official press conference to announce that Terence Crawford will defend his lightweight title against Ray Beltran will be streamed live and on HBO. Both fighters will be present, and the public is invited to attend. Ms. Andersen expects this event will be picked up by national boxing publications as well. The June Crawford fight is now a candidate for "fight of the year" honors. According to Nielsen Media Research, it garnered an average audience of 1.2 million viewers, making it the second most watched fight of the year.

As far as Cher's cancellation, the media is helping to spread the word. All tickets will be honored or refunded at the point of purchase. The new date will be announced as soon as the schedule is known.

Mr. Bradford asked if the Mammoth football media has been good. Ms. Andersen responded that because practices are open to the public, the players have received media attention. The *World-Herald* has reported several stories. However, Ms. Andersen intends to assist the FXFL in pitching a few more personal stories about the players.

### **Committee Updates:**

#### **Internal Governance Committee**

Ms. Diane Duren reported that The Internal Governance Committee met on Tuesday, September 23, 2014. Chairman Dana Bradford, Mr. Stephen Curtiss, Director of Finance for City of Omaha, Mr. Bob Freeman, Mr. Roger Dixon, Ms. Lea French, Ms. Kristi Andersen, Ms. Amy Hallock, Ms. Casey Sporleder and Ms. Duren were all in attendance. The Committee reviewed all potential exceptions to the annual conflict of interest attestation forms, which were returned by both MECA employees and MECA Board Members related to our Code of Business Conduct and Ethics Policy. All potential exceptions were resolved and found either to not represent a conflict or to be immaterial and mitigated by internal controls within the organization. The Committee did identify a minor revision to the policy that was not in the version approved at the July board meeting, requiring an approval today. The committee reviewed both the 2014-15 annual budget and the August 2014 financial statements. After overviews from and discussions with Ms. French and Mr. Dixon, they were found to be reasonable compared to the plan, prior periods, and consistent with the standard MECA accounting practices. After reviewing the Capital Reserves Policy, the capital reserve account, and discussing capital and maintenance needs for MECA, the Committee is recommending adding \$1.2 million to the reserves for the year ending June 30, 2014, in lieu of the minimum of \$600,000 required by the policy. The Committee reviewed the upcoming board schedule along with financial reporting timing and review requirements, and established a meeting schedule for the next four months.

#### **Real Estate Committee**

Mr. John Lund reported for this committee. Since the last board meeting there have been two meetings; one with Mr. Steve Jensen, former Planning Board Director for the City of Omaha and Mr. Derek Miller, from the Transportation Department of the City of Omaha who will be presenting after the committee updates. Mr. Lund stated he and Mr. Dixon met with Mr. Mike Moylan, Shamrock Development, regarding updates on the Marriott Hotel development. Mr. Moylan has been invited into the Executive Session to further discuss updates on that project.

#### **Arena Committee**

Mr. Jay Noddle stated the next committee meeting is scheduled for Wednesday, October 8. An update will be provided at the next board meeting.

#### **Convention Center Committee**

Mr. Willy Theisen stated the next committee meeting is scheduled for Wednesday, October 15. An update will be provided at the next board meeting.

Mr. Lund introduced Mr. Derek Miller, from the City of Omaha Transportation Department. Mr. Miller gave a PowerPoint briefing on the Bus Rapid Transit/Urban Circulator (Streetcar) & North Downtown Riverfront Pedestrian Bridge and how it would impact MECA's footprint. Mr. Miller answered numerous questions from the board members. As the project continues to move forward, MECA will have a representative involved. Mr. Miller stated he would be willing to meet with board members individually or as a group.

### **Contract Approvals:**

Chairman Bradford indicated there are three contracts up for approval today.

Chairman Bradford read the following resolution:

#### Nebraska Air Filter, Inc.

**RESOLVED**, that the Agreement between MECA and Nebraska Air Filter, Inc. to establish pricing for the purchase of HVAC filters used in the operational maintenance of systems at CenturyLink Center Omaha and TD Ameritrade Park 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.

Chairman Bradford asked for any public comment and asked for a motion.

Moved by Ms. Duren, seconded by Mr. Noddle.

Motion carried: 5-0.

#### Minor Revision to Code of Business Conduct and Ethics Policy

**RESOLVED**, that the revised Code of Business Conduct and Ethics Policy, as attached hereto, is hereby adopted.

Chairman Bradford asked for public comment and asked for a motion.

Moved by Mr. Noddle, seconded by Mr. Lund.

Motion carried: 5-0.

#### Capital Reserve Additions

**WHEREAS**, MECA established a Capital Reserve Fund on June 10, 2004, for capital repairs, improvements and expansions and has subsequently revised and updated same;

**WHEREAS**, MECA desires to now place \$1,200,000 into this Fund for the 2014 fiscal year, bringing its balance to \$12,600,000 as of June 30, 2014.

**RESOLVED**, that the Board hereby approves moving \$1,200,000 into the Capital Reserve Fund for the 2014 fiscal year.

Chairman Bradford invited public comment and asked for a motion.

Moved by Ms. Duren, seconded by Mr. Theisen.

Motion carried: 5-0.

**Executive Session**

Chairman Bradford stated it is now 11:05 a.m. and invited a Motion to go 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 Ms. Duren, seconded by Mr. Theisen.

Motion carried: 5-0.

**Adjournment**

Motion to come out of Executive Session and to adjourn made by Ms. Duren, seconded by Mr. Noddle.

Motion carried: 5-0.

Adjournment (12:10 p.m.)