

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC  
BOARD OF DIRECTORS MEETING  
FEBRUARY 16, 2021**

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 February 16, 2021.

**Roll Call:**

Present and participating via teleconference were: Chairwoman Diane Duren, Mr. Thomas Warren, and Mr. Jay Noddle. Ms. Buffett joined the meeting at 1:12 p.m.

As a reminder, during the continuing pandemic, both the City and State had waived applicability of the ‘public meeting’ requirements that would otherwise apply, and therefore all Board members who were attending the meeting by telephone were eligible to participate.

**Proof of Publication:**

Notice of the meeting was published in *The Daily Record* on February 9, 2021, and in the *Omaha World-Herald* on February 9, 2021.

**Approval of Minutes:**

Mr. Noddle moved for approval of the minutes of the January 13, 2021, MECA Tri-Park Complex, LLC Board Meeting, seconded by Mr. Warren.

Motion carried: 3-0.

**President/CEO Report:**

Mr. Roger Dixon stated that MECA has been asked by Mr. Ken Stinson and Mr. Mogens Bay to have an economic study conducted on The RiverFront. Discussions have begun with Mr. Ernie Goss of Goss & Associates for a 2-3 month study of the parks after their completion to evaluate their potential impact. This agreement will be brought to the Board for review.

**Other Business:**

**Parks Update**

Ms. Katie Bassett reported that with the increased snowfall and extreme temperatures, the team has taken the opportunity to shift the focus from work on site to planning for spring.

The designs for Heartland of America Park and Lewis & Clark Landing amenities have been completed with the final design deliverables being received last Friday. With that, final drawings will be established and released for public bid. There is a total of 14 bid packages ranging from electrical lighting, to landscaping and soil, building’s quality control and all above ground work.

Ms. Bassett was happy to announce that Ms. Beth Stinebrink has joined the MECA team as Director of Events and Programming at the Parks. With her arrival, the team has had the

opportunity to concentrate on assembling programming strategies and identifying potential program partners.

This month marks the two-year anniversary of groundbreaking at Gene Leahy Mall. Ms. Bassett provided a short video reviewing the progress over the last two years.

### **Public Relations Update**

Ms. Kristyna Engdahl stated this past month primary focus has been given to preparations for The RiverFront's hourlong presentation at the Chamber of Commerce's Omaha's Young Professionals (YP) Summit which is scheduled for Friday, March 5 at 9:30 a.m.. This year's Summit is a virtual format, where MECA will have the opportunity to connect with and engage this key demographic. The presentation is filled with construction updates, renderings and information on some of the primary park features such as the Heartland of America Park skate ribbon and the Gene Leahy Mall performance pavilion. In conjunction with the presentation, a survey will be distributed afterwards gauging this group's sentiment towards the project and seeking input for activation ideation.

Another exciting opportunity came late last month, when United Airlines asked to include The RiverFront in the March edition of their in-flight publication titled "Hemispheres". They're working on an article about how cities across the United States are embracing their waterfront as a community resource and tool for economic development. MECA provided answers and insight about the project and tapped the expertise of the Chamber to round out their article. That publication will be shared with the Board of Directors when it is released. For reference, Hemispheres estimates that they still reach approximately 350-thousand frequent fliers via email since their current travel totals are down.

The February edition of The RiverFront newsletter is being finalized this week. MECA will be celebrating the two-year anniversary of the Gene Leahy Mall groundbreaking, which was February 28, 2019, and notifying readers about upcoming subcontract opportunities that will become available. Just this month the email list capacity (which had a cap of 500 subscribers) had to be increased.

MECA has changed media monitoring services, which now also tracks social media reach, but only provides data from the start of the year. Still, since January 1, approximately 2.3 million people have been reached through various online and television news stories for a publicity value of just over \$18 thousand. Stories from the *Omaha World-Herald* recapping significant developments of 2020 made up a significant chunk of that publicity.

### **Contract Approvals:**

Chairwoman Duren indicated there is one contract requiring approval.

**RESOLVED**, that the Amendment to the Architectural and Engineering Services Agreement between MECA Tri-Park Complex, LLC and HDR Engineering, Inc. for several additional design elements to the overall project, as more specifically set out on the attached summary, is hereby

approved, and Roger Dixon as President/CEO is authorized to execute the Amendment 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. Warren seconded by Mr. Noddle

Motion carried: 3-0

**Next Board Meeting**

The next Board of Directors Meeting is scheduled for Tuesday, March 16, 2021, at 1:00 p.m. in the MECA Board Room.

**Adjournment**

Chairwoman Duren stated the time is 1:14 p.m. and invited a Motion to adjourn. A motion to adjourn was made by Mr. Noddle seconded by Mr. Warren.

Motion carried: 4-0.

Adjournment 1:14 p.m.