

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION  
AUTHORITY BOARD OF DIRECTORS MEETING – FEBRUARY 14, 2019**

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 8:45 a.m. on February 14, 2019, in the MECA Board Room at CHI Health Center Omaha, 455 N. 10<sup>th</sup> Street, Omaha, Nebraska.

**Roll Call:**

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

**Proof of Publication:**

Notice of the meeting was published in *The Daily Record* on February 7, 2019, and in the *Omaha World-Herald* on February 7, 2019.

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

**Approval of Minutes:**

Mr. Kelley moved for approval of the minutes of the January 8, 2019, MECA Board Meeting, seconded by Ms. Buffett.

Motion carried: 5-0.

**President/CEO Report:**

Mr. Roger Dixon stated that his focus continues to be primarily on the Tri-Park Complex project.

MECA continues to work with the National Collegiate Athletic Association (NCAA) to set the budget for the 2019 Men’s College World Series. The NCAA would like to see a minimum of a 6% revenue growth each year. MECA hopes to keep the food and beverage prices the same for guests and find other ways to generate revenue growth. Ideas are being exchanged and more meetings will occur to determine an approach.

**Other Business:**

**Convention Center Sales & Marketing Update**

Ms. Denise Niebrugge stated that there are currently 140 events on the books, utilizing 242 event days, for the fiscal year 2018-2019. Since the November 14, 2018 Board meeting, 30 events with over 49 event days and over 9,000 hotel room nights have been added. Three of these are city-wide, and one is a repeat city-wide event coming back to Omaha. In addition, 35 license agreements have been signed.

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

Mr. Tom O’Gorman stated that since the last Board meeting on January 8, 2019, CHI Health Center Omaha has hosted four sold out concerts which included two nights of Eric Church, Panic! At the Disco and Elton John. Guests seem to enjoy the different genres that are being brought into CHI Health Center Omaha (CHIHC).

Mr. O’Gorman continues to work on the 2020 Sales Plan for the Club seats at TD Ameritrade Park Omaha (TDAPO) and looks to make a presentation to the NCAA later this month. MECA is trying to determine how to grow and keep Club seats available. The Board will be kept apprised of the plan.

MECA is still processing the last of the Club seat payments. There were some situations in which people were unable to renew, but Mr. O’Gorman feels it should be back to 100% by the end of the month.

Last week, Mr. O’Gorman visited Live Nation in Chicago, following an announcement that AEG Facilities and SMG are merging, with a new venue management combination to be called ASM Global. Although it is still in the process, and will most likely require DOJ review, it appears to bode very well for MECA regarding the partnership with the Oak View Group. The next six months will be very interesting to see how it plays out, but it could work in CHIHC’s favor.

### **Operations and Technology Update**

Mr. Kevin Raymond stated that since the last Board meeting on January 8, 2019, the staff’s focus, attention and most of their time has been spent on concerts and tradeshows. The amount of time required to flip the arena following an event and to set up for the next show is a continual reminder of the staff’s dedication and determination to make every event successful.

According to the calendar, in less than three weeks the Creighton Men’s baseball team will be playing their first game at TDAPO. Mr. Raymond has been discussing the conditions with Ms. Emily Keilmann, Stadium Manager, and Mr. Dan Blank, Turf Manager, at the Park. Anything is possible, but a lot of good weather will be needed before that happens. Typically, the de-winterization process of the building and field would have begun by now, but because temperatures are so low, it is not possible at this time.

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

Ms. Chris VanDorn stated that January was an extremely busy month for Levy as revenues represented a 65% increase over prior year January. Levy actualized 3.5% ahead of budgeted revenues with a flow through of 73.1%. The Saturday night show of Eric Church’s two sold out nights set a new record for single day sales in the building and the highest per-cap since opening. Eric Church events now represent the top four highest food and beverage sales for a single show of revenue generating events in the building since it opened.

Last week, Levy’s entire management team was recertified in Cardiopulmonary Resuscitation (CPR) and First Aid Training through the American Heart Association. The certification is good for two years and staff will recertify every two years. Levy has also expanded the Responsible Alcohol Service Training program. A new three hour serve safe training program will be given to

team members and not-for-profit group members who are responsible for the service of alcohol. The new class will be in addition to Levy's annual responsible alcohol service training for team members. There are currently three people on the Levy team now that are certified to train all of the team members going forward.

Ms. VanDorn added that for the second year in a row, Levy has been named to the 2019 Forbes Best Employers for Diversity List. This award demonstrates Levy's deep commitment to continuing to grow as a diverse and inclusive company.

### **Public Relations Update**

Ms. Kristyna Engdahl reported that CHIHC received rave reviews from local media on Elton John's performance. The Omaha World Herald published their article only about an hour after the show wrapped up which demonstrated how much people wanted to know or read about the performance, even after it was over. It was a tight deadline to make for Kevin Coffey (the reviewer), especially for the morning print edition, but he got it done!

Concerts that are very popular and sold out, like Elton John, make purchasing tickets from a third party more tempting for guests. However, MECA continues to utilize traditional media to warn people about the danger of buying from anyone other than the CHIHC Box Office or Ticketmaster.

Ms. Engdahl noted that both Elton John and astronaut Buzz Aldrin mentioned CHI Health Center Omaha on Twitter in the past 24 hours – saying thanks for the great show. It's always nice to be positively acknowledged on social media.

Local media has also been busy covering other events at CHIHC. There were three other sold-out shows besides Elton John since the last Board meeting on January 8, 2019. Eric Church and Panic! At The Disco all received great publicity and praise. There were also early morning TV live shots from Home & Garden Expo just last weekend.

At the end of January, MECA hosted the yearly Globetrotter's PR day, where one of the players visits Omaha ahead of their game and meets with reporters as well as hospitalized children.

This year Ms. Engdahl and the Globetrotter player split time once again at Nebraska Medicine. The first half hour was spent visiting with kids who felt well enough to come down to the atrium and see a demonstration. One child was wheeled down in his bed, on the way to a procedure because he didn't want to miss seeing the Globetrotter. For the last half hour the two briefly visited with children who were too sick to leave their rooms.

Ms. Engdahl has been busy with communications for the downtown riverfront project. MECA and the City issued a joint press release (ahead of City Council's first public reading of the Agreement between MECA, The City of Omaha, and Downtown Riverfront Trust), and held a press conference with Mr. Dixon and Chairwoman Duren representing MECA to address media questions before the Council voted. Widespread coverage was received during that event, and MECA hopefully pre-emptively answered some of the public's questions before they asked.

MECA and the City also issued a joint press release the day of City Council's final approval, outlining next steps. Finally, Ms. Engdahl is coordinating with the partners to establish a time and procedure for a riverfront ground breaking.

### **Committee Updates:**

#### **Internal Governance Committee**

Ms. Dana Washington reported that the Internal Governance Committee met on Friday, February 8, 2019, at MECA's offices. In attendance were Chairwoman Duren, Ms. Washington, Ms. DeAnn Olsen and Mr. Stephen Curtis, City of Omaha Finance Director.

The Committee reviewed the December 2018 Financial Statements. 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. It was noted that the convention center did very well primarily due to meetings having more attendees than expected.

The Committee reviewed the progress of the TDAPO capital plan and discussed the capital expenditures that will be needed to maintain the park.

The Chairwoman noted that discussing the capital plan was in anticipation to meeting with NCAA on what is needed moving forward. The next few years look positive - further out in the capital plan will require recommendations on how to generate funds to maintain the park.

#### **Real Estate Committee**

Mr. Noddle stated that there is no new business to report.

### **Contract Approvals:**

Chairwoman Duren indicated there are three contracts requiring approval.

#### **MECA**

##### **Miller Electric**

**RESOLVED**, that the Agreement between MECA and Miller Electric to replace the exterior "down" lights on the south drum of CHI Health Center Omaha, as more fully described 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 Ms. Washington seconded by Mr. Noddle.

Motion carried: 5-0

#### **National Captioning Institute, Inc.**

**RESOLVED**, that the Agreement between MECA and National Captioning Institute, Inc. to provide closed captioning services for select events at CHI Health 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 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 Ms. Buffett.

Motion carried: 5-0

### **TDAPO**

#### **Midwest Door and Hardware**

**RESOLVED**, that the Agreement between MECA and Midwest Door and Hardware to rekey all interior and exterior doors at TD Ameritrade Park Omaha, 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 Ms. Washington seconded by Mr. Kelley.

Motion carried: 5-0

### **Next Board Meeting**

The next MECA Board of Directors Meeting is scheduled for Thursday, March 21, 2019, at 8:45 a.m. in the MECA Board Room.

### **Executive Session**

Chairwoman Duren stated the time is 8:59 a.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 Ms. Buffett seconded by Mr. Kelley.

Motion carried: 5-0.

### **Adjournment**

At 9:23 p.m. a motion was made to come out of Executive Session, and to adjourn, made by Ms. Washington, seconded by Ms. Buffett.

Motion carried: 5-0

Adjournment 9:24 a.m.