

**MINUTES OF THE MECA TRI-PARK COMPLEX, LLC
BOARD OF DIRECTORS MEETING
SEPTEMBER 16, 2019**

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 September 16, 2019, in the MECA Board Room at CHI Health Center Omaha, 455 N. 10th 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 September 9, 2019, and in the *Omaha World-Herald* on September 9, 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:

Ms. Buffett moved for approval of the minutes of the August 15, 2019, MECA Tri-Park Complex, LLC Board Meeting, seconded by Ms. Washington.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon stated that work continues to move forward on the Tri-Parks with meetings occurring nearly daily.

The new, all-encompassing name for the parks, “The RiverFront” was publicly announced on September 13. The reactions to the name have been both positive and negative; however, Mr. Dixon believes the name was a good choice because it is what the Omaha residents already use to refer to this area of the City.

Other Business:

Parks Update

Ms. Katie Bassett stated that progress continues on development of The RiverFront. The most notable is the demolition and grading work within the Gene Leahy Mall. Approximately 9,300 truck loads of dirt will be dumped in the fill site over the next several months. The streets between 13th and 14th Streets are nearly filled, with the main focus being shifted to the streets between 11th and 13th Streets. The pump house, which was previously used for the water feature within the Gene Leahy Mall near 13th and Farnam Street, has been removed. To further aid in future stabilization of the area, 18-inch I-beams were driven 45 feet into the ground, tension rock anchors

or tie-backs were incorporated into Farnam Street, and wood lagging will be installed. Trenching continues for the duct tank located on the west side of 13th Street. This will house utilities that are currently in the bridge. Conduit pipes were laid as a continued step in striving towards the removal of the 13th Street bridge which will happen in the coming months. Reconstruction is underway on 8th Street with the goal of reopening that street for one-way traffic by the end of 2019.

The project team continues to further advance the design of each park, always discussing the amenities, and demolition and grading in each park. More immediately, work is being done on an early clearing package for Heartland of America Park which will be issued within the next three weeks. A study is being done on the potential of a trail along the flood wall through the Heartland of America Park, southwards towards the Breaker's property. There will be a package coming out at the end of this month with a pre-fabricated tress design potentially for the Farnam Street bridge.

Ms. Bassett was excited to announce the official name of the Omaha parks: "The RiverFront". MECA worked with the design team at Bailey Lauerman and City officials to determine the all-encompassing name. The naming and branding process included extensive research of the area's history and the naming and branding designs of similar destinations both regionally and nationally, selection of the name, and multiple options of the design of the logo (which had to meet brand guidelines). The City Naming Committee and City Parks Board have both approved the name and it will go before the City Council within the next couple of weeks.

Mr. Noddle inquired if there are any new utility easements that will go through the 13th to 14th Street block. Ms. Bassett will confirm and respond back to the Board.

Chairwoman Duren asked about the status of the webcams located on the RiverfrontRevitalization.com website. Ms. Bassett will bring another visual presentation of the activities occurring within The RiverFront back to the Board of Directors. The webcam at Gene Leahy Mall is updated continuously on the website and another webcam has been added at the Heartland of America Park. The new camera is currently focused on the 8th Street demolition and reconstruction.

Public Relations Update

Ms. Kristyna Engdahl stated that the Riverfront Revitalization Project has been in the news several times over the past few weeks. In mid-August, KMTV aired a general update about project milestones achieved and the status of current, ongoing work. The August edition of the monthly newsletter was also distributed which a few media outlets picked-up and provided coverage on.

The first public proposal of "The RiverFront" name, brand and logo definitely generated some headlines last week, after the City Parks Board advanced MECA's recommendation to the City Council for their consideration, and prospective approval.

It's estimated the TV coverage from that story reached an estimated 530 thousand people for a publicity value of just over \$53,000. The additional, online audience was just under 468 thousand. The total publicity value of this story came to just under \$58,000.

It should be noted that not only was MECA proposing an official, and purposely more concise name for the Riverfront Revitalization Project, but the whole branding exercise helped determine a name, logo-design, colors, and brand guidelines. All of this required many levels of consideration and feedback from involved parties. The overall exercise also included the purchase of website domain names and costs associated with securing an exclusive online presence.

Ultimately, “The RiverFront” embraces the communities commonly used vernacular and calls the public down to the water, which is a motivating factor for this entire project. “The RiverFront” also lives comfortably with the three existing parks names, Gene Leahy Mall, Heartland of America Park and Lewis & Clark Landing. It was determined that an overly obscure name might be detrimental, so the decision was made to take what the community had already provided and elevate it.

Contract Approvals:

Chairwoman Duren indicated there are two contracts requiring approval.

HDR Engineering, Inc.

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 for The RiverFront, 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 MECA's 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

Colicchio Consulting

RESOLVED, that the Agreement between MECA Tri-Park Complex, LLC and Colicchio Consulting to provide consulting services related to curating a signature restaurant and event venue to serve as the food and beverage centerpiece within The RiverFront, 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 MECA's counsel.

Chairwoman Duren invited public and Board comment and asked for a motion.

Mr. Dixon noted that Colicchio Consulting is a high caliber company that will do a national search to help in developing the restaurant in The RiverFront, and thanked Mr. Noddle who was instrumental in negotiating fees.

Moved by Ms. Buffett seconded by Ms. Washington.

Motion carried: 5-0

Next Board Meeting

The next Board of Directors Meeting is scheduled for Tuesday, October 15, 2019, at 8:00 a.m. in the MECA Board Room.

Adjournment

Chairwoman Duren stated the time is 1:13 p.m. and invited a Motion to adjourn. A Motion to adjourn was made by Mr. Noddle seconded by Mr. Kelley.

Motion carried: 5-0.

Adjournment 1:14 p.m.