

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION  
AUTHORITY BOARD OF DIRECTORS MEETING – MARCH 26, 2015**

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 March 26, 2015, 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 March 19, 2015, and in the *Omaha World-Herald* on March 24, 2015.

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. Noddle moved for approval of the minutes of the January 27, 2015, MECA Board Meeting, seconded by Ms. Duren.

Motion carried: 5-0.

**President/CEO Report:**

Mr. Dixon began by expressing his appreciation and recognizing all the hard work and effort made by the MECA staff, Levy, Creighton University and the City of Omaha for a very successful NCAA 2015 Men’s Championship Basketball Tournament. Hosting a major event like the NCAA Basketball Second and Third Rounds is always a big challenge. This year’s attendance for all three sessions was 52,654 - the 3rd best attendance for any 2nd/3rd round site in the country. MECA welcomed large crowds and heard very few complaints, which was a major accomplishment. The Board also extended their congratulations to Mr. Dixon and all the employees at MECA and Levy for making Omaha look great.

Mr. Dixon reported that he and Mr. Tom O’Gorman attended Pollstar Live! last month in Nashville. This event has proven itself to be the premier gathering of concert industry professionals, drawing agents from Nashville, as well as the East and West Coast. It provided a great setting conducive for sharing information and ideas, solving problems and brainstorming new ways to keep the live experience fresh as well as profitable.

MECA has had their annual meeting with NCAA and CWS, Inc. for the planning of the 2015 College World Series (CWS). One proposed change for this year is expanding the NCAA Fan Fest area into Lot B, which requires moving some NCAA and CWS, Inc. associates over to Lot D for parking. MECA will continue to work with the NCAA and CWS, Inc. towards an outstanding 2015 event.

## **Other Business:**

### **Convention Center Sales & Marketing Update**

Ms. Denise Niebrugge announced there are currently 168 events on the books utilizing 261 event days for this fiscal year. Since the January 27, 2015 Board Meeting, 25 events have been added with 42 event days and over 20,000 hotel rooms booked in the next five years. In addition, 29 license agreements have been signed. There are presently 18 events scheduled at TD Ameritrade Park Omaha (TDAPO) in the Club Lounge for 2015.

Ms. Niebrugge reported that she, along with the CVB and the Hilton, will be attending the American Society of Association Executives Spring Time in Washington DC event in April. This event will put them in front of about 1600 meeting planner attendees, giving them a chance to introduce and promote Omaha.

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

Mr. O’Gorman stated since the last Board Meeting on January 27, 2015, CenturyLink Center Omaha (CLCO) has hosted the Barry Manilow concert, NSAA Wrestling State Championships, completed a last minute reschedule for the Nickelback concert to July 28, held the NCAA 2nd/3rd rounds, as well as concluded the Creighton Basketball and UNO Hockey seasons. Creighton Baseball has begun at TDAPO. Mr. O’Gorman noted that MECA has also announced Imagine Dragons, Bette Midler and Garth Brooks.

Mr. O’Gorman reported work continues with the Big East on the Baseball Championship. Meetings also continue with the NCAA Women’s National Volleyball Championship that will be held in December. As of today, MECA is on track to sell more tickets to this event than the previous championship held here in 2008.

The Club Seats and Suites continue to be sold out at CLCO and TDAPO. Sponsorship remains at a 92% level, while MECA is still striving to reach 100%.

### **Operations and Technology Update**

Mr. Kevin Raymond reported that the ice has finally been removed from the arena for the last time. Approximately 40 trucks will be delivering dirt tomorrow for this weekend’s Professional Bull Riding event. Work has begun to de-winterize and get the fields ready for ball play at TDAPO. They are doing a good job of working around the fluctuating weather conditions that are normal for our region.

Mr. Raymond went on to open the floor for Wi-fi questions for the arena. Mr. Theisen inquired as to the status of exploring the option of adding Wi-fi to the convention center area. Mr. Raymond responded that Wi-fi is currently available and plans are being made to expand. Facilities of our size typically have 38 access points; currently MECA is at 58, with plans to expand to about 70 this summer. There are also numerous areas that offer free Wi-fi within the facilities, and that information can be located on the monitors.

### **Levy Restaurants Update**

Ms. Chris VanDorn stated Levy's team has been very busy operationally as well, with only four calendar days since the last Board meeting on January 27<sup>th</sup> when there has not been some type of activity going on. The ballpark was opened in March, and despite two games being cancelled due to weather they are still tracking ahead of projection due to the nice weather on opening weekend. One change made at TDAPO was the addition of three new specialty beers on tap at the Club Lounge. These feature local and national breweries and have been an instant success.

On March 6, during the UNO Hockey game, Levy received an unannounced visit from Everclean Food Safety, which is an independent food safety auditing company that Levy contracts with to conduct visits at all the venues each year. All open areas were reviewed by the inspector, Ms. VanDorn, the Chef and each department head. An extreme focus is placed with the staff on safety and sanitation, and a training topic is covered in every pre-shift. Ms. VanDorn was pleased to report that all 12 areas inspected received the highest score of green.

The NCAA Men's Basketball Tournament went very well. There were instances of long lines, but most comments were positive. Ms. VanDorn reported a significant increase in the number and variety of food options available due to the concession stand renovation in 2013. The popularity of the different food items offered translated into a significant increase in sales from 2012. Levy staffed this event with 150 employees and approximately 300 members of not-for-profit organizations, including sports clubs, dance teams, community organizations, church groups and schools. As a result of the success of the tournament, Levy was able to contribute over \$45,000 in payments to 11 community groups. After the event was over on Sunday, the culinary team compiled all the leftover food and donated a total of 260 pounds to Saving Grace Food Rescue.

### **Public Relations Update**

Ms. Kristi Andersen announced that the NCAA Tournament had excellent media coverage. There were over 1500 stories written about the event from March 16 to March 24, which did not include the great local coverage of the event. This is an estimated \$15,000,000 in publicity value for this facility and the City of Omaha. If all the stories that were written the entire month of March are included, that value jumps to \$43,000,000 of publicity. MECA can expect more of the same media coverage and value later this year with marquee events such as Berkshire Hathaway Annual Meeting, World Volleyball Grand Prix, CWS, Big East Baseball and the NCAA Volleyball Championships. Ms. Andersen then took a moment to read a few positive compliments from Creighton's Kevin Sarver and the Indiana Sports Information Director.

Bette Midler and Garth Brooks have just been announced. Garth Brooks has not been in Nebraska for more than 17 years, and MECA was happy to finally be able to make the announcement. The high energy levels on social media sites proved how excited the fans are to have Garth in Omaha.

### **Committee Updates:**

#### **Internal Governance Committee**

Ms. Diane Duren reported the Internal Governance Committee members met on Monday, March 23, at MECA's offices. In attendance were Mr. Stephen Curtiss, City of Omaha Finance

Director; Mr. Dixon; Ms. Duren; Ms. Lea French; Mr. Paul Kratz, City of Omaha Attorney and Ms. Casey Sporleder. The Committee reviewed the January and February 2015 financial statements. After overviews from and discussions with Ms. French, Mr. Dixon and Ms. Sporleder, the Committee found the financial statements to be reasonable compared to plan and to prior periods, and consistent with standard MECA accounting practices. Ms. Duren noted that repair expenses continue to be under budget year-to-date. MECA has determined that approximately \$360,000 that was originally budgeted for the fiscal year will not be expended. The Committee reviewed a draft of MECA's annual IRS Form 990 (Return of Organization Exempt from Income Tax), which will be available to the public after it has been filed. Mr. Dixon and Ms. French provided commentary and responded to questions regarding the draft and no concerns were noted. The Committee then received a copy of the Code of Business Conduct and Ethics, as well as the Annual Certificate of Compliance. Ms. Duren requested that the Committee review these documents for any suggestions, revisions or improvements to the document prior to the annual certification process. This process will take place in conjunction with the fiscal year end employee review process. The Committee reviewed the upcoming Board meeting schedule, along with financial reporting, timing and review requirements and established the Internal Governance Committee monthly meetings for April through July.

At this point, Mr. Theisen raised his concern regarding the letters from the Mayor of Omaha requesting greater access to MECA information. It was his opinion that the Internal Governance Committee was created to deal with such issues and this was the appropriate time to discuss the matter. Ms. Duren responded that there were items she did not understand and would need to review further. However, she did disagree with sharing some of the information because of a fiduciary responsibility and from a privacy perspective in terms of what MECA could share and still remain competitive. Mr. Bradford asked that Mr. Theisen follow Board format and suggested that in the future he respond or make comments when the draft agenda is distributed for Board review prior to the Board meeting.

### **Real Estate Committee**

Mr. John Lund reported the Real Estate Committee members met on Monday, February 23. In attendance were Mr. Bradford; Mr. Lund; Mr. Derek Miller, City of Omaha and Mr. Steve Jensen, City of Omaha. Discussions were primarily about the North Omaha Pedestrian Bridge; however, this project appears to be 2 – 3 years from completion. There are still funding issues to be discussed. At this point, it looks like 50% will come from the public sector and 50% from private. Opportunities for where the bridge will specifically be located were discussed. Mr. Lund considers this to be a great project, which will be very helpful to further connectivity between Omaha and Council Bluffs.

Mr. Noddle inquired in regards to the pedestrian bridge, will there be action items in the future that MECA will need to be involved with, and will MECA be asked to participate in the funding? Mr. Lund does not believe MECA's help will be solicited in regards to funding, but will definitely be utilized for planning purposes.

Mr. Noddle questioned the Committee's participation with the other ULI (Urban Land Institute) initiatives, specifically how it related to the downtown area. Mr. Lund stated that downtown Omaha was selected for a study. They are in the process of gathering information and in beginning stages of putting a report together.

Mr. Lund added that he has also spoke with Mr. Mike Moylan of Shamrock Development, who is the developer for the Marriott Hotel project. Mr. Moylan told him that Shamrock is moving forward on the development with no issues noted.

Mr. Dixon stated that MECA was initially told construction would begin on the Marriott this spring, and since no construction has begun, asked the time frame they are now looking at. Mr. Lund responded that he thought it would start early summer.

### **Arena Committee**

Mr. Jay Noddle reported the Arena Committee members met with Mr. Dixon, Mr. O’Gorman, Ms. French and Ms. Andersen in attendance to formulate ideas for their report. Ms. Andersen first distributed the report to the Board and received no comments. The report was then released, with great feedback from community members. The Committee will meet next week to discuss the next steps for specific implementation on items included in the report. An update will be provided at the next Board meeting.

Mr. Lund asked Mr. Dixon if he feels that the specific Committees are adding value to MECA. Mr. Dixon noted that helping the Board and others understand the industry by sharing information ultimately is beneficial to stay highly competitive and remain successful.

### **Convention Center Committee**

Mr. Willy Theisen announced that he and Ms. Cathy Keller have met with Mr. Dean Miller, the new interim Director for the CVB. There is a local and national search occurring now to replace Ms. Dana Markel; however, MECA and the CVB continue to operate business as usual.

Ms. Duren inquired as to the status of the Committee report, and when the Board can expect to review it. Having a report will help the Board determine what information can be shared publicly, and what needs to remain private so that MECA can retain their competitive advantage. Mr. Theisen stated that he should have a report ready for the Board within three months.

Mr. Bradford added that for the benefit of the public and media, he will try to integrate the information being reported by the Arena and Convention Center Committees. The function of these Committees is to come up with new ideas to increase the number of people coming to the arena and convention center in Omaha. MECA is already doing a great job and currently averaging 1.2 million people a year coming through this facility and to the City of Omaha. MECA has consistently generated enough tax dollars to go to the City to pay the bond debt. The City has ownership of the facility, a mortgage on it and the tax base that this facility has created. The incremental lift of the tax base more than covers the payment of the bond debt. And though the original financing plan anticipated MECA needing annual taxpayer subsidies to sustain its operations, in fact MECA elected to forego taking those subsidies 7 years ago. It also allows additional dollars to go out for the benefit of the community and other services. So in essence, the Committees are looking at a model that already works and trying to find new ways to improve it.

### **Contract Approvals:**

Chairman Bradford indicated there are nine contract approvals today.

### **MECA**

Chairman Bradford read the following resolution:

#### **Guardian Dental and Standard Security Agreement**

**RESOLVED**, that the Agreements between MECA and (i) Guardian for dental insurance and (ii) Standard Security as the reinsurance carrier, as set out on the attached summary, are hereby approved.

**FURTHER RESOLVED**, that Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreements following their finalization in a form reasonably approved by counsel.

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

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

Motion carried: 5-0.

### **TDAPO**

Chairman Bradford read the following resolutions:

#### **Hockenbergs Foodservice Equipment & Supply Company, Inc. Agreement**

**RESOLVED**, that the Agreement between MECA and Hockenbergs Foodservice Equipment & Supply Company, Inc. for the purchase and installation of an ice cream machine at 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 invited public comment and asked for a motion.

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

Motion carried: 5-0.

#### **Port-A-Johns, Inc. Agreement**

**RESOLVED**, that the Agreement between MECA and Port-A-Johns, Inc. for the rental of portable restrooms for the 2015 NCAA College World Series, 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 invited public comment and asked for a motion.

Moved by Mr. Theisen, seconded by Mr. Lund.

Motion carried: 5-0.

Ideal Images, Inc. Agreement

**RESOLVED**, that the Agreement between MECA and Ideal Images, Inc. to provide uniforms for 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 invited public comment and asked for a motion.

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

Motion carried: 5-0.

Miller Electric, Inc. Agreement

**RESOLVED**, that the Agreement between MECA and Miller Electric, Inc. to upgrade the existing Lutron Light Control System and install occupancy sensors 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.

Chairman Bradford invited public comment and asked for a motion.

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

Motion carried: 5-0.

**CLCO**

Chairman Bradford read the following resolutions:

Commercial Flooring Systems, Inc. Agreement

**RESOLVED**, that the Agreement between MECA and Commercial Flooring Systems, Inc. to remove and replace carpet in the administrative offices 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.

Chairman Bradford invited public comment and asked for a motion.

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

Motion carried: 5-0.

Doll Construction, LLC Agreement

**RESOLVED**, that the Agreement between MECA and Doll Construction LLC for the removal, disposal and installation of concrete 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.

Chairman Bradford invited public comment and asked for a motion.

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

Motion carried: 5-0.

Echo Group, Inc. Agreement

**RESOLVED**, that the Agreement between MECA and Echo Group, Inc. to purchase 140 light fixtures for 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.

Chairman Bradford invited public comment and asked for a motion.

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

Motion carried: 5-0.

Jimmy John's Franchise, LLC Agreement.

**RESOLVED**, that the Advertising/Sponsorship Agreement between MECA and Jimmy John's Franchise, LLC for distribution of Jimmy John's sandwiches at the October 9, 2015, Taylor Swift concert 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.

Chairman Bradford invited public comment and asked for a motion.

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

Motion carried: 5-0.

**Next Board Meeting**

The next MECA Board of Directors Meeting is scheduled for Tuesday, April 28, 2015, at 10:00 a.m. in the MECA Board Room.

**Executive Session**

Chairman Bradford stated the time of 11:20 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 Mr. Lund, seconded by Ms. Duren.

Motion carried: 5-0.

**Adjournment**

At 11:55 a.m. a Motion was made to come out of Executive Session and to adjourn, made by Mr. Lund, seconded by Mr. Noddle.

Motion carried: 5-0.

Adjournment (11:55 a.m.)