

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION  
AUTHORITY BOARD OF DIRECTORS MEETING – MAY 28, 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 May 28, 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. Jay Noddle, Mr. Willy Theisen, and Ms. Dana Washington.

**Proof of Publication:**

Notice of the meeting was published in *The Daily Record* on May 21, 2015, and in the *Omaha World-Herald* on May 21, 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:**

Ms. Duren moved for approval of the minutes of the April 28, 2015, MECA Board Meeting, seconded by Mr. Theisen.

Motion carried: 5-0.

**President/CEO Report:**

Mr. Roger Dixon reported that May has been a very busy month for MECA with record crowds for the Berkshire Hathaway Annual Shareholder Meeting and six sold-out shows for Garth Brooks. Those two events alone brought to Omaha over 150,000 guests. If you consider luncheons, other conventions, forums and the events at TD Ameritrade Park Omaha (TDAPO) the number of guests during the first ten days on MECA’s campus was approximately 200,000 to 225,000. Mr. Dixon credited the success of these events to MECA’s world-class staff.

**Other Business:**

**Convention Center Sales & Marketing Update**

Ms. Denise Niebrugge announced there are currently 170 events on the books utilizing 267 event days for this fiscal year. Since the April 28, 2015 Board Meeting, 14 events have been added with 17 event days and over 47,000 hotel rooms booked. In addition, 24 license agreements have been signed.

Ms. Washington inquired as to how the report compares to the prior year. Ms. Niebrugge noted that a report is provided monthly for the Directors’ review.

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

Mr. Tom O’Gorman stated that since the last Board Meeting on April 28, 2015, MECA is continuing to have conversations with NCAA regarding renewals. This is the fifth year for the NCAA Men’s College World Series (CWS), with 800 club seats available for renewal at TDAPO. CenturyLink Center will have 26 accounts coming up for club seat renewals which could be filled with the waiting list if needed. Two suites are up for renewal, but Mr. O’Gorman anticipates being back up to 100% renewed.

Currently on sale is the NCAA Men’s College World Series, College Home Run Derby, Ringling Bros. and Barnum & Bailey: Circus Xtreme, Bette Midler, Imagine Dragons, FIVB Volleyball Tournament, Lady Antebellum, Aksarben Stock Show and Rodeo (formerly River City Rodeo), Elton John, two Taylor Swift shows and the NCAA Women’s National Volleyball Championship.

Chairman Bradford asked how sales are pacing for the College Home Run Derby. Mr. O’Gorman replied that sales are down 8% from last year, but this event is typically a ‘late buy’ meaning it normally sells closer to the event date. The fireworks for this event are a huge draw to the community, and sales will increase.

Mr. O’Gorman also noted that sales are up 11% for the Ringling Bros. and Barnum & Bailey: Circus Xtreme from two years ago. There is a red train (elephants) and blue train (no elephants) for the circus. This circus is a red train, but after this show, elephants will no longer be used in traveling shows.

### **Operations and Technology Update**

Mr. Kevin Raymond also wanted to take the opportunity to recognize the staff’s hard work and efforts for the highly-attended events this month. There were numerous traffic and parking pre-planning meetings in preparation for the events but when it comes to the event day, it is all about execution. Mr. Raymond was happy to announce that on back-to-back concert events, the arena was cleared, cleaned, chairs reset, concourses reset, restrooms cleaned and the doors opened for the second concert with 90% of guests in the building and seated within a little less than 45 minutes.

At TDAPO, the Big East Tournament Operational Committee was very pleased with the attendance and complimented Omaha, the stadium and the staff. Focus now begins on preparation for the fifth year of the CWS.

### **Levy Restaurants Update**

Ms. Chris VanDorn was happy to announce that Levy’s team also had very successful events for the Berkshire Hathaway Annual Shareholder Meeting and Garth Brooks. A switch was made to Jason’s Deli for the express box lunches resulting in a very positive outcome in guest appreciation and sales. Ms. VanDorn credited the Friday offering of the box lunch vouchers to its success. A post meeting will be held to discuss changes for next year’s meeting; however, only minimal changes are expected.

Ms. VanDorn reported that execution for Garth Brooks also went very well. Ms. VanDorn was able to receive comparable demographics from Levy properties that serviced prior Garth Brooks concerts at their locations. This information helped Levy set themselves up for success in terms of the products that were available on the concourse. The additional 25 portable locations on the general concourse allowed guests access to additional points of sale, keeping lines to a minimum. Numbers will be finalized next week, but Ms. VanDorn anticipates that May will break Levy’s one month record for top line revenues.

In preparation for the CWS, all new Levy employees are being scheduled for training classes on OSHA, sanitation, safety, responsible alcohol service, policy against harassment, cash handling and all of the department's specific skills. The culinary team's plan this year in terms of food for CWS is to feature a signature food item at every concession stand - hopefully driving interest and spreading sales throughout the ballpark. The week before the CWS, a media tasting will be held and several of the new items will be featured, along with a few fan favorites.

### **Public Relations Update**

Ms. Kristi Andersen reported that Garth Brooks started out his week at CLCO with a press conference for all local media (Omaha, Lincoln, Sioux City and Western Nebraska). Garth not only held the press conference, but also conducted unprecedented one-on-one interviews with every media outlet that attended giving MECA great media coverage of the event. Parking and traffic plans were proactively announced before the concerts, which seemed to work seamlessly and allowed many fans to take advantage of the alternate parking options available. Midtown Crossing had so much demand for shuttle service that they doubled the amount of buses available. Ms. Andersen was pleased to report that the vast majority of comments received were all very positive, and out of over 100,000 fans, there were less than twenty complaints. Even Garth's experience in Omaha seemed positive as a few days later he tweeted out to the world that he was still thinking about Omaha and telling every artist he could get in front of that they need to play CLCO arena.

Chairman Bradford inquired about how the text alert feature was received by fans. Ms. Andersen stated that this information was rolling on the ribbons in the arena and guests took advantage of the system, which allowed MECA staff to respond immediately to any issues guests were having and deal with the issue right on site. This feature may have reduced the amount of complaints due to staff promptly responding to guests at that time.

Ms. Andersen is preparing for a pre-Series press conference to be held on June 10<sup>th</sup> at 10:00 a.m., which the Board members are invited to attend. The short press conference will be followed with the Levy's food tasting for the new menu items at CWS.

Ms. Diane Duren added that MECA's offering of the CLCO arena for overflow seating for Officer Kerrie Orozco's funeral services was a very appropriate gesture which was well received by the public and Omaha Police Department. Ms. Andersen stated that nearly 3,700 people viewed the services at CLCO with most of the attendees being members of law enforcement.

### **Committee Updates:**

#### **Internal Governance Committee**

Ms. Diane Duren reported the Internal Governance Committee members met on Tuesday, May 19, at MECA's offices. In attendance were Mr. Bradford; Mr. Stephen Curtiss, City of Omaha Finance Director; Mr. Dixon; Ms. Duren; Mr. Robert Freeman; Ms. Lea French and Ms. Casey Sporleder. The Committee reviewed the April 2015 financial statements. After overviews from and discussions with Mr. Dixon, Ms. French 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. April was somewhat below budget as two concerts that were budgeted did not occur and the cool, wet weather impacted events at TDAPO. Ms. Duren noted that repair expenses continue to be under budget year-to-date. The Committee reviewed a new version of the Code of Business Conduct

and Ethics, as well as the Annual Certificate of Compliance, which reflected some minor cosmetic changes. Mr. Freeman is finalizing the changes and the final document will be presented in June. Ms. Duren and Mr. Freeman are also drafting a briefing package to be utilized yearly in orientation meetings for new Board members. The briefing will include a review of fiduciary duties for Board members. The Annual Audit Planning Meeting with the outside auditors, Bland & Associates, has been set for June 17<sup>th</sup>. At that time, the Committee will also review the 2015-2016 annual budget. Finally, the Committee reviewed the annual raise recommendations, which the Board will address in the Executive Session today.

### **Real Estate Committee**

Chairman Bradford reported that parking is the main concern for the Real Estate Committee with the construction beginning soon for the Marriott Hotel. Parking enhancements are being considered to help alleviate traffic from the existing parking garage. In addition, parking alternatives relating to future development of Lot B will be explored that include improved pedestrian corridors. As MECA explores development concepts for Lot B, it will address lost parking with appropriate parking solutions that are thoroughly discussed with tenants and users that rely upon Lot B for parking. MECA will develop a process for assessing the functionality of alternative parking solutions that will include all the major stakeholders that rely upon Lot B. Mr. Dixon will lead this effort and updates on the progress will be provided through this Committee.

### **Arena Committee**

Mr. Jay Noddle reported that there was not an Arena Committee meeting in May, as a final report was made to the Board mid-March. The Arena Committee will be discontinued after the June 25<sup>th</sup> Board meeting.

### **Convention Center Committee**

Mr. Willy Theisen stated the Committee will meet on June 4<sup>th</sup> to prepare their final report to the Board, which will be distributed prior to or at the June 25<sup>th</sup> Board meeting. The Convention Center Committee will be discontinued after the June 25<sup>th</sup> Board meeting.

### **Contract Approvals:**

Chairman Bradford indicated there are three approvals today.

### **MECA**

Chairman Bradford read the following resolutions:

#### **Nebraska Crossing, LLC. Agreement**

**RESOLVED**, that the Advertising/Sponsorship Agreement between MECA and Nebraska Crossing, LLC for advertising 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 and Board comment and asked for a motion.

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

Motion carried: 5-0.

**Commercial Flooring Systems, Inc. Agreement**

**RESOLVED**, that the Agreement between MECA and Commercial Flooring Systems, Inc. to remove and dispose of the existing carpet, and install new carpet, on the Suite Level 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 and Board comment and asked for a motion.

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

Motion carried: 5-0.

**Gerst Painting, Inc. Agreement**

**RESOLVED**, that the Agreement between MECA and Gerst Painting, Inc. for removal of wallpaper inside the suites, and skim coating and painting the walls in the suites 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 and Board comment and asked for a motion. Chairman Bradford also noted that work for both the carpet and the new paint in the suites are part of reoccurring scheduled upgrades.

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

Motion carried: 5-0.

**Next Board Meeting**

The next MECA Board of Directors Meeting is scheduled for Thursday, June 25, 2015, at 10:00 a.m. in the MECA Board Room.

**Executive Session**

Chairman Bradford stated the time of 10:35 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. Duren, seconded by Mr. Theisen.

Motion carried: 5-0.

**Adjournment**

Mr. Noddle left Executive Session at 11:45 a.m. At 11:55 a.m. a Motion was made to come out of Executive Session and to adjourn, made by Ms. Duren, seconded by Ms. Washington.

Motion carried: 4-0

Adjournment (11:55 a.m.)