

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION
AUTHORITY BOARD OF DIRECTORS MEETING – SEPTEMBER 29, 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 September 29, 2015, in the MECA Board Room at CenturyLink Center Omaha, 455 N. 10th 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 September 22, 2015, and in the *Omaha World-Herald* on September 22, 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 August 25, 2015, MECA Board Meeting, seconded by Mr. Noddle.

Motion carried: 5-0.

President/CEO Report:

Mr. Roger Dixon stated that he and Mr. Tom O’Gorman attended the Arena Management Conference with the International Association of Venue Managers in St. Louis, MO. This was a two-day event with most of it spent speaking with numerous ticketing system companies that are currently interested in working with MECA. Once the selection process for a ticketing system has begun and a determination is made, a Request for Proposal (RFP) will be distributed to the Internal Governance Committee for review.

Mr. Dixon also attended the Urban Land Institute’s (ULI) preview study that was presented last week. Approximately 40 – 50 people participated from the community.

Ms. Tabitha Chase, MECA’s new Controller, was introduced and welcomed by the Board of Directors.

Other Business:

Convention Center Sales & Marketing Update

Ms. Denise Niebrugge reported there are currently 133 events on the books utilizing 248 event days for this fiscal year beginning July 1, 2015. Since the August 25, 2015, Board Meeting, 7 events have been added with 13 event days and over 2,100 hotel rooms. In addition, 13 new license agreements have been signed.

Ms. Niebrugge announced that MECA, the Omaha Convention & Visitors Bureau (OCVB) and the Hilton Omaha will for the first time be hosting a trade show booth at the Incentive Travel & Event Expo (IMEX) in Las Vegas, NV. This show is one of the largest trade shows in the United States and is known to bring the global market together under one roof. There will be approximately 1,800 meeting planners in attendance. Ms. Niebrugge's team is offering new and interesting promotional items designed to attract planners to their booth. This event is an excellent way to network with key players and gain the knowledge needed to boost sales.

Corporate Sales and Marketing Update

Mr. Tom O'Gorman is currently out of the office. Mr. Dixon gave a brief report of upcoming concerts and events. October is slated to be a very busy month for the CenturyLink Center Omaha.

Operations and Technology Update

Mr. Kevin Raymond wanted to take the opportunity to recognize the staff's hard work and efforts for the Ak-Sar-Ben Stock Show & Rodeo which just ended Thursday. There were some substantial changes from previous years with new people involved, but the event went smoothly. The tents, vendors and the BBQ contest were moved from Lot D to Lot B and the layout in Hall C was changed. His staff is now focused on some annual cleaning duties scheduled to follow this event. The seats will be deep cleaned and the concourse waxed.

Mr. Raymond reported that the bulk of September was spent finishing projects. The carpet has been replaced in the suites and the wallpaper is down. Next they will change out the ceiling tiles and light fixtures. The wireless upgrade to expand capacity in the ballrooms has been completed. This weekend will be a good test with approximately 1,000 users in the ballroom. The ribbon lights on the exterior of the building are ahead of schedule. If everything goes well, the lights will be turned on Friday, October 2.

Projects for October include repairing the concrete stairs from the plaza to the back of the garage which should be completed in a couple of weeks. A new type of sealant will be used to hopefully help the water drain off better. The concrete and lighting system will be replaced around the artwork in front of the building. A new wireless lighting system will be installed so that changes and adjustments to the lights can be done from there.

Chairman Bradford inquired if post-con meetings are held with annual events, specifically the Ak-Sar-Ben Stock Show & Rodeo, along with the 4H event. Mr. Dixon responded that post-con meetings are held to help make improvements for following years. Ms. Kristi Andersen was much more involved this year with the media which is a good start.

Levy Restaurants Update

Mr. Brad Howard announced that Levy has narrowed down the search for a new executive chef position previously held by Chef Tom Elder. There are two internal chefs being considered, Chef Tyler Humphries, the Executive Food Chef with TD Ameritrade Park Omaha (TDAPO) and Chef Al Martinez, the Executive Food Chef from CenturyLink Center Omaha (CLCO). There are also two confirmed external chefs who will also be scheduled for an interview. Mr. Dixon noted that these will be panel interviews to determine how the chefs interact with people and a tasting of their food. Interviews have also begun for the assistant director of operations position at TDAPO. There is one internal candidate, Ms. Nicky Dillon, and two confirmed external candidates.

Guests will soon be able to enjoy the new menu items for the concession stands and suites which will be rolled out for the Championship fight with Terence Crawford vs. Dierry Jean on Saturday, October 24. The group sales menu is being prepared for presentation to Mr. Dixon around mid-October. Also, the Lexus Club will have new glassware and uniforms.

Mr. Howard stated that Levy has come up with some new and innovative ways to receive guest feedback. One new guest services option is called "Guest Share". A QRC scan code is placed on new souvenir soda cups at the concession stands, on table tents in the suites and on the checks from the Lexus Club. A guest simply needs to download the app and scan the code. The survey is then loaded directly on their phone. Guests may also participate via text messaging and a website. The advantage of this new app is allowing a guest's review to be viewed in real-time and giving Levy an opportunity to help the guest at that time instead of learning about a situation later. Levy is also working along with Mr. O'Gorman and Ms. Andersen in starting a new Twitter campaign called "Food Fan of the Game". A season ticket holder will be randomly selected as a guest of Levy to sample two preselected items. They are then asked to Tweet about the complimentary items they received. Mr. Howard hopes this will boost the amount of ratings of Twitter followers for Levy and MECA.

Mr. Theisen inquired if there is a set time that bars stay open for events. Mr. Howard stated that normally they are closed an hour before the event is finished. Mr. Dixon also noted it also depends on the event, as some do have earlier times that they want the bars shut down.

Public Relations Update

Ms. Kristi Andersen reported that local media coverage for the Ak-Sar-Ben Stock Show & Rodeo was very good which is typical for this annual event. This event is popular with the community and this year was no exception; every local station was here. *Reuters News* and *Bloomberg Business News* were also here at CLCO this week reporting on a luncheon featuring Kansas City's Federal Reserve President, Ms. Esther George, and all the news on whether or not interest rates will be raised. October will continue to be busy as Ms. Andersen has already received numerous requests from the media to photograph Elton John and his Final Curtain Tour, as well as the two days of Taylor Swift. There will be another press conference and weigh-in for the undefeated two-division world champion and the reigning Fighter of the Year, Terence "Bud" Crawford, and the current No. 2 world-rated contender, Dierry "Dougy Style" Jean fight on October 24. MECA is working with Top Rank regarding some interesting, out-of-the-box opportunities for the media and this fight.

Ms. Andersen was interviewed by Mr. Joe Chiodo, WOWT News, about a few negative issues some people are experiencing in regards to buying tickets for Taylor Swift from Craigslist or other unauthorized sellers. It was a good opportunity for MECA to remind our guests "buyer beware" – know who you are purchasing your tickets from, come down to the venue box office, or use Ticketmaster and when purchasing tickets on-line, make sure your passwords are secure. Unfortunately, when hot-ticket acts like Taylor Swift come to town there will always be people trying to take advantage of others. Of course the Box Office will do all they can to help a guest, but it is difficult when the show is already sold-out.

MECA is really trying to ramp up social media, especially this year during the Creighton University Basketball season. This effort will increase the amount of Twitter, Facebook and Instagram followers

and help more guests to be aware of MECA's text alert system that will be used again this season for guest services and some of the fun, new contests.

Committee Updates:

Internal Governance Committee

Ms. Diane Duren reported the Internal Governance Committee members met on Friday, September 18, at MECA's offices. In attendance were Mr. Stephen Curtiss, City of Omaha Finance Director; Ms. Duren; Mr. Robert Freeman; and Mr. Dixon. The Committee conducted a review of MECA's July 2015 Financial Statements. After overviews from and discussions with Mr. Dixon, the Committee found the statements to be reasonable compared to plan and prior periods, as well as consistent with standard MECA accounting practices. The final results were positively impacted by the timing of the annual suite licenses. The Strategic Planning process was discussed at length and will continue into October with a meeting of the Internal Governance Committee and senior MECA leadership. Inputs for the plan include the arena and convention center reports (previously issued by the Committees) along with management's projections of revenues, expenses and capital expenditures for the next five to seven years under alternative scenarios and the financial implications to the community and the City. The outcome of this exercise will be a long-range plan for MECA and is expected to be completed this year. The Committee also reviewed all conflict of interests identified by the annual Code of Business Conduct and Ethics Attestation process. All conflicts reported were either deemed to be immaterial, really not a conflict at all or mitigated by appropriate internal controls. Finally, the Committee reviewed the Internal Governance Committee schedule and calendar and scheduled Committee meetings for the remainder of 2015 and the first quarter of 2016.

Real Estate Committee

Chairman Bradford stated that meetings have begun with the tenants regarding parking Lot B. An alternative parking solution must first be identified and constructed before Lot B could be released. In addition, the parking solution must take into account pedestrian corridors and patron environments of MECA's major tenants, as well as research to confirm if parking Lot D has been promised/contracted out for future use. Mr. Dixon noted that different scenarios have been developed and discussed. MECA will continue to work with the NCAA, CWS, Inc. and Creighton University to assess the impact development will have on the total number of parking stalls available to patrons, and identify replacement parking that exists or will exist within a 12 minute walk. MECA will also work to determine how best to reposition and improve the pedestrian corridors and patron environments (e.g. Fan Fest). In the end, the MECA Board of Directors wants to see TDAPO and CLCO functioning as well as, or better than, it was before.

Chairman Bradford also mentioned that MECA is researching how to better utilize MECA's assets during the 2016 College World Series (CWS) & the U.S. Olympic Swim Trials. MECA is looking into what can be done to create new, exciting and unique family oriented environments for these back-to-back events. A plan needs to be further developed by Mr. Dixon and approved by the Board within 30 to 60 days. The marketing needs to be done well in advance of the events. Mr. Dixon stated that MECA is looking at applications now. A proposal will be made to the Board of Directors on what Chairman Bradford calls the "utilization of MECA's facilities for the benefit of the community."

Ms. Duren emphasized the need for a timely decision on Lot B, and Mr. Dixon suggested a Board meeting be scheduled for the middle of October to approve the basic terms and conditions for Lot B, and

further discuss management's plan for utilizing MECA's facilities during the CWS and the U.S. Olympic Swim Trials.

Contract Approvals:

Chairman Bradford indicated there is one approval today.

CLCO

Chairman Bradford read the following resolution:

Lanoha Nurseries, Inc. Agreement

RESOLVED, that the Agreement between MECA and Lanoha Nurseries, Inc. for providing all labor, equipment and materials to refurbish 30 planter beds in front of 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. Theisen, seconded by Ms. Duren.

Motion carried: 5-0.

Next Board Meeting

The next MECA Board of Directors Meeting is scheduled for Tuesday, October 27, 2015, at 10:00 a.m. in the MECA Board Room.

Executive Session

Chairman Bradford stated the time of 10:37 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. Washington, seconded by Ms. Duren.

Motion carried: 5-0.

Adjournment

At 11:36 a.m. a Motion was made to come out of Executive Session and to adjourn, made by Ms. Duren, seconded by Mr. Noddle.

Motion carried: 5-0

Adjournment (11:36 a.m.)