

**MARKETING AND PUBLIC AFFAIRS COMMITTEE MEETING
LORAIN PORT AUTHORITY
February 12, 2013**

Committee: Messrs. Brown (6:58 p.m.), Davila, Mullins and Nielsen (6:55 p.m.)

Board Members: Mrs. Cook, Ms. Carr; Messrs. Sommers and Williamson, Jr. (6:44 p.m.)

Staff: Richard Novak, Executive Director
Yvonne Smith, Accountant
Ralph Bruening, Events Coordinator/Facilities Manager
Mike Brosky, Esq., (6:51 p.m.)

Guests: Nick Pecko, Burges & Burges
Rick Payerchin, (7:03 p.m.), The Morning Journal

- I. **Roll Call** - The meeting was called to order at 6:32 p.m. by Committee Vice Chair Bradly Mullins. Roll call indicated a quorum was not present. The information contained in this meeting is for informational purposes.

Report from Burges & Burges.

Mr. Mullins introduced Nick Pecko of Burges & Burges. Mr. Pecko reviewed the prior year's marketing campaign as well as this year's marketing plan. Last year saw good results but this year the expectation is to have better results reaching not only the N. Olmsted areas, but the Amherst, Lorain, Grafton and Wellington areas. All of Lorain County and Western Cuyahoga County will be reached. Booking early helps tremendously. The majority of the spots are in primetime. Mr. Mullins asked the difference between Cobblestone and Crocker Park marketing. Mr. Pecko indicated Crocker Park is a better buy as Cobblestone is very pricy.

Chairman Tom Brown arrived at the meeting, a quorum is now present.

- II. **Disposition of Minutes.** The minutes of December 11, 2012 Marketing and Public Affairs Committee Meeting minutes were presented for approval. Motion by Mr. Mullins to accept the minutes. Support by Mr. Davila. Motion carried.

- III. **Report of Chairman.**

- a. **Contract with American Fireworks.** Mr. Brown indicated that he will abstain from all discussion on this matter. Mr. Bruening indicated American Fireworks have been presenting our fireworks display for the last five (5) years including this year. We received a few proposals in. The monetary amount was the same, however, they use the larger shells that are necessary for people at Black River Landing to see the show as compared to the people that are over on the East side. They are great to work with; they do a fantastic job year in and year out. Mr. Bruening would like to recommend to

the Board that we contract with American Fireworks again for 2013. Mr. Mullins made a motion to forward American Fireworks to the full Board for approval. Seconded by Mr. Davila. Motion carried. Mr. Brown abstained due to conflict of interest in his profession.

b. Black River Landing Transportation Center Closing Date beginning October 31, 2013 and Black River Landing Special Event Application changes. Mr. Bruening indicated the normal closing date for the Black River Landing Building is November 15 through March 15 this year is due to winter time and as the building is not easy to heat. This year we shut the building down early so the International Tree and Train Display Committee were able to start to set up. This year the committee has requested another week.

Also, Mr. Bruening summarized the recommended changes to the Special Event Application. Mr. Brown moved that these items be presented to the full board for approval. Seconded by Mr. Davila. Motion carried.

IV. Other Business – None.

V. Adjournment. There being no further business to come before the Marketing & Public Affairs Committee, Mr. Brown made a motion to adjourn. Support by Mr. Mullins. The meeting was adjourned at 7:07 p.m.

Tom Brown, Chairman

Richard M. Novak, Executive Director