

**MARKETING AND PUBLIC AFFAIRS COMMITTEE MEETING
LORAIN PORT AUTHORITY
January 13, 2015**

Committee: Messrs. Bansek, Brown, Davila, Mullins and Nielsen

Board Members: Ms. Carr, Mr. Sommers

Staff: Richard Novak, Executive Director
Yvonne Smith, Accountant

Guests: Rick Payerchin - Morning Journal
Kelly Driscoll (6:52 p.m.)

- I. **Roll Call** - The meeting was called to order at 6:11 p.m. by Committee Chairman Stephen Bansek. Roll call indicated a quorum was present.
- II. **Disposition of Minutes.** The minutes of November 5, 2014 Marketing and Public Affairs Committee Meeting minutes were presented for approval. Motion by Mr. Brown to accept the minutes. Support by Mr. Mullins. Motion carried.
- III. **Report of Chairman.**
 - A. **Website Update Contract.** Mr. Novak presented the two proposals submitted to the Committee for their review. These two proposals pertain to upgrading and updating our website. Two Companies were approached. One being Maximum Velocity who served as our Marketing firm in 2014 and Emerge that serves as the host for our website. Emerge was in contact with Vanessa Knipper of Kuno Creative Group. Vanessa was on our staff years ago serving as our Marketing individual; therefore, Vanessa has insight on how to navigate our website. Maximum Velocity totaled \$27,850.00 and when broken down it computes to \$18,850.00 for the basic work associated with updating the website and then a monthly support fee of \$750.00 per month based upon ten (10) hours of support services at \$75.00 per hour. There would be an additional fee for hosting our website through Emerge or Maximum Velocity. Currently, we pay Emerge approximately \$110.00 per month for this service. This totals \$1,520.00 per year. Emerge also submitted a proposal for online booking of our Transportation Center, which at this time is not needed. Emerge's cost was \$14,400.00 for the website development, which would include hosting the website plus a \$350.00 monthly support/maintenance fee. Mr. Mullins queried if these proposals are being compared apples to apples and Mr. Novak stated yes. Mr. Bansek stated a time frame was not established concerning obtaining when the website upgrade would be up and running from either firm. Mrs. Smith answered Mr. Nielsen's question that the budget for Marketing is \$60,000.00, which includes fireworks at \$20,000.00. Therefore, approximately \$40,000.00 is available for other marketing.

Considerable discussion ensued regarding the advantages of utilizing one firm to host our website and conduct our marketing. It was also indicated that we need to provide specific tasks and guidance to the marketing firm.

Mr. Bansek stated he will gather information concerning our marketing goals and the cost and forward the information to all Board Members and Mr. Novak. Mr. Novak injected that other Ports do not spend a great deal of money on their marketing. Mr. Nielsen stated that the Committee is going to wait to get a better idea of the amount for Marketing before a decision is made.

B. Black River Landing Marketing. Mr. Bansek and Mr. Nielsen would like to see Black River Landing in the forefront of the Lorain Port Authority with regard to Rockin' on the River. Mr. Brown stated that this is the Lorain Port Authority and other divisions should fall after that.

IV. Other Business – None.

V. Adjournment. There being no further business to come before the Marketing and Public Affairs Committee, Mr. Brown made a motion to adjourn. Support by Mr. Nielsen. Motion carried. The meeting was adjourned at 7:18 p.m.

Stephen Bansek, Chairman

Richard M. Novak, Executive Director