

MARKETING AND PUBLIC AFFAIRS COMMITTEE MEETING
Lorain Port Authority
October 8, 2014

Committee: Messrs. Bansek, Brown and Nielsen

Board Members: Mrs. Cook and Ms. Carr

Staff: Richard Novak, Executive Director
Yvonne Smith, Accountant

Guests: Rick Payerchin, The Morning Journal

I. **Roll Call** - The meeting was called to order at 6:47 p.m. by Committee Chairman Stephen Bansek. Roll call indicated a quorum was present.

II. **Report of Chairman.**

A. 2015 Marketing Strategies and Budget.

1. Mr. Novak stated the dynamics of the Agency's Marketing have changed over the past few months. The levy passed but our budget still needs to be cut by \$100,000.00 per year. The Agency operates in five (5) year increments.

Mr. Novak also stated Roverfest was a success and showed others that we are able to hold concerts of a large magnitude. We will be partnering with Bob Earley with Rockin' on the River. This will reduce our costs tremendously. Staff costs for overtime will be decreased. Also, we have an intern that is a tremendous asset to the Agency and she will be graduating early. The intern can do a lot of marketing in-house. Media Buy would still have to be present. Since we do not have an extensive amount to spend on marketing we can reduce the budget by approximately \$80,000.00. The Agency still has about \$20,000.00 to trim from the budget and that is in the process of being analyzed.

Mrs. Cook questioned if there are other avenues of raising income for Black River Landing. Mr. Novak stated the Agency is working on projects with the City. Mrs. Smith reminded the Committee that the Board stated the Agency needed to find ways to increase revenues and decrease expenses.

Mr. Nielsen suggested not cutting the Marketing Firm, this could wait one month. He continued that everyone on the Board should have a say.

Mr. Bansek stated a logo for Black River Landing is in the process of being prepared, giving Black River Landing its own identity and be able to tell a story with it.

Mr. Bansek also suggested a calendar be put into place for scheduling so that events could be viewed.

Mr. Novak also discussed having the Pavilion completed in time for the Rockin' on the River Concert Series and reducing the cost of that.

Mr. Nielsen stated that we market to those in the western suburbs and a tremendous amount of money does not have to be spent. Ms. Carr stated the Agency should not be passive in marketing. Mr. Nielsen stated he does not want to advertise the Jet Express, he wants to market Black River Landing, Lorain Port Authority, Waterfront District, and Downtown Lorain. The Jet Express should have some cost in marketing the boat. Mrs. Cook stated the Jet Express did pay for the marketing in Huron.

Mr. Brown stated Maximum Velocity should be preparing the Black River Landing Logo. He further stated that for our marketing last year 80% was events and Concert Series. Some of the complaints he received about our Concert Series was there was not a banner in the Morning Journal until Friday or Thursday night. Radio buys are bringing in people from out of town. If we have a \$15,000 media buy, a certain portion of that should be dedicated to the Port services and development and what we offer as far as getting people here. Events bring people to Lorain, if we could create one development out of that media buy, that pays for next year's media buy.

Mr. Bansek agrees that advance publicity needs to be done for all events. Rockin' on the River does their own advertising, but with respect to our events we will be telling the Marketing Firm well in advance to promote early and in conjunction with the type of event.

Mrs. Smith asked the Committee to review the signage for Black River Landing. Mr. Brown stated that waterfront cities have arches that would direct you to Black River Landing.

Mrs. Cook questioned if all event holders have to clean-up after themselves and it was answered yes.

Mr. Brown directed a question to Mr. Novak if Mr. Earley would give us a 10 x 10 tent for our promotion and Mr. Novak responded he would contact Mr. Earley tomorrow morning.

III. Other Business – None.

IV. Adjournment. There being no further business to come before the Marketing and Public Affairs Committee Meeting, Mr. Nielsen made a motion to adjourn. Support by Mr. Brown. Motion carried. The meeting was adjourned at 6:56 p.m.

Brad Mullins, Chairman

Richard M. Novak, Executive Director