

MARKETING AND PUBLIC AFFAIRS COMMITTEE MEETING
Lorain Port Authority
November 5, 2014

Committee: Messrs. Bansek, Davila, Mullins and Nielsen

Board Members: Ms. Carr, Messrs. Sommers and Williamson, Jr.

Staff: Richard Novak, Executive Director
Yvonne Smith, Accountant

Guests: Rick Payerchin, The Morning Journal
Maximum Velocity: Suzanne Tansey, Dan Repas, Bill Fischer and
Michael Dolan

I. **Roll Call** - The meeting was called to order at 6:05 p.m. by Committee Chairman Stephen Bansek. Roll call indicated a quorum was present.

II. **Disposition of Meeting Minutes.**

A. May 13, 2014 Meeting Minutes. The minutes of the May 13, 2014 Marketing and Public Affairs Committee meeting were presented for approval. Motion by Mr. Mullins to accept the minutes. Support by Mr. Nielsen. Motion carried.

B. October 8, 2014 Meeting Minutes. The minutes of the October 8, 2014 Marketing and Public Affairs Committee meeting were presented for approval. Motion by Mr. Mullins to accept the minutes. Support by Mr. Nielsen. Motion carried.

III. **Report of Chairman.**

A. 2015 Agency Marketing Plan – Work Session.

1. Mr. Novak introduced the group from Maximum Velocity and asked them to review the year and give an overall view of the outcome. Mr. Repas was excited to help promote Black River Landing and the events that took place. Overall, with the budget that was given to them to work with, all went well. Maximum Velocity provided a hand out for all to review and presented an overall synopsis of this hand out. Maximum Velocity stated they stayed within their budget. They would like to expand outside Lorain/Elyria next year. Gathering Cleveland area contacts was successful. Trade was also very successful which included bonus advertising. Consistency was a factor in their efforts. Mr. Mullins believes the website should be improved upon. Tiffany

McClelland, the Lorain Port Authority's Intern, was working with at Maximum Velocity's Intern on Twittering and what events needed to be promoted. Future recommendations include a Google campaign, improving the website and increasing the database and social media. They also feel Black River Landing and the Lorain Port Authority should be marketed separately as Black River Landing is a destination. The goal of the marketing is to have a plan in place by January 2015.

B. Agency Logo.

1. Mr. Novak provided logos from other Port Authority organizations and Mr. Bansek provided his logo ideas. Ms. Carr stated the budget for next year needs to be in place before a logo is decided upon.

IV. Other Business – None.

V. Adjournment. There being no further business to come before the Marketing and Public Affairs Committee Meeting, Mr. Mullins made a motion to adjourn. Support by Mr. Nielsen. Motion carried. The meeting was adjourned at 7:17 p.m.

Stephen G. Bansek, Chairman

Richard M. Novak, Executive Director