

**MARKETING AND PUBLIC AFFAIRS COMMITTEE MEETING
LORAIN PORT AUTHORITY
May 1, 2014**

Committee: Messrs. Bansek, Brown, Mullins and Nielsen

Board Members: Ms. Carr, Mrs. Cook.

Staff: Richard Novak, Executive Director
Yvonne Smith, Accountant
Ralph Bruening, Events Coordinator/Facilities Manager

Guests: Maximum Velocity – Susan Tansey, Dan Repas, Mike Dolan
Rick Payerchin (5:51 p.m.) - Morning Journal
Darryl Tucker (5:59 p.m.) – Morning Journal

- I. **Roll Call** - The meeting was called to order at 5:49 p.m. by Committee Chairman Stephen Bansek. Roll call indicated a quorum was present.
- II. **Disposition of Minutes.** The minutes of December 10, 2013 Marketing and Public Affairs Committee Meeting minutes were presented for approval. Motion by Mr. Nielsen to accept the minutes. Support by Mr. Mullins. Motion carried.

III. **Report of Chairman.**

A. Mr. Bansek turned the floor over to Maximum Velocity, in particular Dan Repas, for their presentation. Mr. Repas introduced Maximum Velocity as the Company retained to help promote events this summer. Mr. Repas stated the discussion will be primarily concerning the media spend for this year. Mr. Repas stated he is one of the Principals of Maximum Velocity and is a hometown boy. Susan Tansey stated she is Executive Assistant. Mike Dolan stated he is a Sales Executive for Marketing. Mr. Dolan explained Clear Channel Entertainment explaining they are radio stations that promote events. The team discussed their Media Plan with the Committee indicating that they are proposing considerable work with Clear Channel to promote our events. Other media buys include the Morning Journal and Chronicle Telegram. Mr. Nielsen made a recommendation that we move forward with this media buy. Seconded by Mr. Mullins. Motion carried.

IV. **Other Business** – None.

V. **Adjournment.** There being no further business to come before the Marketing and

Public Affairs Committee, Mr. Nielsen made a motion to adjourn. Support by Mr. Mullins. Motion carried. The meeting was adjourned at 6:36 p.m.

Stephen Bansek, Chairman

Richard M. Novak, Executive Director