

**MARKETING AND PUBLIC AFFAIRS COMMITTEE MEETING  
LORAIN PORT AUTHORITY  
May 12, 2015**

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

**Board Members:** Ms. Carr (6:22 p.m.), Mrs. Cook; Mr. Sommers, Alan Zgonc (6:30 p.m.)

**Staff:** Richard Novak, Executive Director  
Yvonne Smith, Accountant  
Mike Brosky, Esq. (7:00 p.m.)

**Guests:** Rick Payerchin - Morning Journal  
Dan Repas - Maximum Velocity  
Mindi Carr, Internet Website Designer - Maximum Velocity  
Kristen Flynn, Creative Director - Maximum Velocity

- I. **Roll Call** - The meeting was called to order at 6:17 p.m. by Committee Chairman Stephen Bansek. Roll call indicated a quorum was present.
- II. **Disposition of Minutes.** The minutes of February 10, 2015 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. Website Reveal. Mr. Bansek introduced the team from Maximum Velocity. Mr. Repas explained the Website overview. Ms. Mindi Carr stated the website design is complete and the ticketing system is ready for review and the content management system is ready. The goal is to have ongoing availability to customize the website. Ms. Mindi Carr further stated now that the structure is built the website can be left as is or the website can continue to build information. Ms. Mindi Carr explained the ticketing aspect of the website using a square. Adjustments will be made by Maximum Velocity until the website is passed on to the Port Authority. A meeting was scheduled for 2:00 p.m. on Tuesday, May 19, 2015 to go through the entire website updating and ticketing. Ms. Mindi Carr stated ticketing should be up and running by the beginning of June, 2015. Mr. Novak asked if properties for sale can be listed and Mr. Repas indicated they can be, there is a place for that listing.

B. Logo. Mr. Bansek stated this item deals with unfinished business. He also stated the logo needs updating. Mr. Nielsen suggested keeping the Lighthouse on the logo but maybe a beacon shining from the tower should be added. Maximum Velocity will supply samples of the new logo on stationary and business cards. Mr. Bansek feels another color needs to be implemented into it. Ms. Flynn stated this logo is more of a

modern look. Mr. Zgonc suggested Lorain be placed on the left side and be larger and Ms. Connie Carr stated the font size should stay the same.

**IV. Other Business – None.**

**V. Adjournment.** There being no further business to come before the Marketing and Public Affairs Committee, Mr. Davila made a motion to adjourn. Support by Mr. Mullins. Motion carried. The meeting was adjourned at 7:05 p.m.

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Stephen Bansek, Chairman

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Richard M. Novak, Executive Director