

Lorain Port and Finance Authority
Board of Directors
Joint Committee Meeting
Marketing and Public Affairs & Strategic Development Plan
Port Office
Tuesday, June 2, 2021, at 5:00 p.m.

Committee Members: Ms. Bonilla; Messrs. Nielsen, Scott, Veard & Zgonc (Marketing)
Ms. Bonilla; Messrs. Kuzsnir, Sommers & Zellers (Strategic)

Board of Directors: None

Staff: Tom Brown, Executive Director
Tiffany McClelland, Assistant Director
Yvonne Smith, Accountant
Kelsey Leyva-Smith, Office Manager

Guests: Todd Mayher, DLR Group
Mark Morris, DLR Group
Gary Fischer, Fischer & Associates

I. Roll Call

A. The Joint Committee Meeting was called to order at 5:00 p.m. by Chairman Carl Nielsen (marketing) and Chairman Matt Kuzsnir (strategic). Roll call indicated a quorum present for both the Marketing & Public Affairs and Strategic Development Plan Committees.

II. Report of Chairman

A. Presentation for Stage Top Project: Mr. Kuzsnir turned the floor over to the presenters. Mr. Gary Fischer introduced himself and his fellow architects. He said he wanted to talk about taking the stage to the next level. Bringing in a more permanent, weather-proof stage. Mr. Todd Mayher said this is a great opportunity and they're looking forward to the challenge, if selected. They've known about the project for a week. DLR has an integrated design team. The benefit to this is they can consult whoever they need throughout the process. Mr. Mayher said they have experience with the Rock n' Roll Hall of Fame. Another iconic project is Blossom Music Center. It was the first amphitheater in the area and is the home to Cleveland Orchestra. They also designed an amphitheater on the water in

New York called Bethel Woods Center for the Arts. Case studies were discussed by Mr. Morris. He talked about the Murphy Arts District that built an amphitheater to attract people and keep people in the city. That project is about a 7,000-person capacity. Coastal Arts Pavilion at Freeman Park in Coastal Delaware is another project he's done. It holds a variable enclosure. Levitt Pavilion is in Dayton, which is like Downtown Lorain. Mr. Morris said residents noticed an uptick in business once complete. The Charlene and Charles Hinson Amphitheater in New Albany, Ohio is another project they had close to a downtown, main shopping area, but the seating is different than here in Lorain. That project included a dressing room, green room, stage manager's office, closet for equipment and a small janitor closet. Mr. Zellers asked what that project cost? Mr. Mayher said about \$6.8 million. Mr. Morris said they're going to go over a few ideas they have for Lorain and talk about rethinking how the entire site can work. Mr. Fischer said to keep an open mind. They thought outside of the box. Mr. Morris said the first idea is "The Ribbon." He said they would add to the back of the stage. It would feature an LED projection display in 360 degrees to broadcast what's happening on stage or offer advertising in the off season. It would accentuate the site and waterfront by incorporating lighting. Idea two is "The Slope." This idea considers where the audience is and how it's distributed on the site. It would shift the stage to the north, which could be a sledding hill during the winter months. This setup accentuates the bridge even more. The final idea is "The Grove," moving the stage to the east side, nearest the docks, for clear and unobstructed views. Mr. Fischer said all three are very different solutions. He said this is Lorain's time. The port has proved the site works, and it's a regional draw to people. He thinks his team can take it to the next level and allow flexibility for music, live theater, speeches and more. Mr. Nielsen asked if you set the budget first, or design and then figure out how to pay for it? Mr. Fischer said it can go either way. Mr. Zellers asked which idea Mr. Fischer liked? Mr. Fischer said he thinks "The Ribbon" is outstanding. Video moves or can be displayed on the screen. Mr. Zellers asked about elevation changes? Mr. Fischer said it could happen. He said he really likes all three ideas. Mr. Mayher said it's important to have back of house

connected to the stage. Mr. Nielsen said he and Mr. Brown talked about enclosing the stage between performances. Is there a way to seal it? It would save resources. Mr. Fischer said "The Ribbon" idea allows for covered seating. Mr. Nielsen asked about the inspiration behind the current stage? Mr. Fischer said sails and the company who made the tent influenced its appearance. Mr. Nielsen said we really need to get the shape right. Mr. Zellers asked about the fundraising aspect? Mr. Morris said they help the organization create a nonprofit, such as "The Friends of The High Lines." Christina Cruz leads the firm's community engagement that are accomplished in working with Black Indigenous and People of Color (BIPOC). Mr. Scott said if we "think big," what would "The Ribbon" cost and what would the timeline be? Mr. Morris said it's a complicated answer. If we look at a recent project of a similar scale, maybe \$6.8 million. That is the one in New Albany. Mr. Morris said the construction period would likely be at least 12 months. Mr. Fischer said the ideas are to stimulate conversation. The port isn't locked into anything. Mr. Brown said he's talked with Mr. Fischer over the years and applauded them for putting a presentation together so quickly. He said they had great ideas. Mr. Fischer said at this point nothing is off the table. He asked which idea is the favorite? Mr. Zellers said he does not like "The Slope." Mr. Fischer said he appreciated the project and was grateful for the opportunity. He said the city deserves this.

III. Other Business

- A.** Two weeks from yesterday, board and staff will travel to see the Mentor setup. Mr. Brown will arrange transportation. Their show is until about dark. Mr. Kusznir asked if any of the architects who presented worked on Mentor? Mr. Brown said no. Mr. Veard said he won't be at next week's meeting. Mr. Nielsen asked who he thought would do the best job? Mr. Zellers said DLR is the real deal. Certainly, looking at the presentations, to get us excited they surpassed everyone. He likes the fundraising part of DLR Group. He likes that Mr. Fischer is from Lorain. He thinks Mr. Robert Maschke would do a great job, but he doesn't have the same vested interest not being from Lorain. Mr. Nielsen said Mr. Maschke and tonight's presentation were his favorite. He thinks Mr. Maschke would be the most

creative, out-of-the-box person with DLR not far behind. Mr. Zellers said Mr. Maschke wasn't as prepared as DLR Group. Mr. Sommers thought Mr. Fischer did well. Mr. Zgonc clarified Mr. Fischer was involved in the hotel project. Mr. Nielsen said there may be interest in funding with the county. They like Mr. Maschke. Mr. Brown said if we're down to two, we can have them both come in and dial in. His question is, if our budget is \$3 million, can they reign it in? We need to be realistic. With BRL being an open site, Mr. Brown wants to cater to the promoters. Mr. Zellers wonders if we scale down, will DLR Group still be interested? Mr. Brown said we don't want to overbuild. Mr. Scott wondered if Clark and Post would be a better fit for our budget? Mr. Zellers said Mr. Maschke could likely create something eye grabbing that fits our budget. Mr. Kuszniir liked Mr. Cocco's passion, but his presentation wasn't as passionate as the others. Mr. Brown said Mr. Maschke has pursued this project since they met. He really wants the project and only takes three (3) a year. Mr. Fischer has always been in tune with our operation. Mr. Veard said acoustics are important. Mr. Nielsen said he believed all three architecture firms would consult an expert. Mr. Brown said Clark and Post has theatre background. Mr. Nielsen said one downside is we'd eliminate the parking. Mr. Brown said a major question is the construction schedule. We do not want to lose an entire season. Mr. Veard said New Albany was not inexpensive. Mr. Nielsen said to please send specific questions or concerns to Mr. Brown and Ms. McClelland. Mr. Zgonc said he thinks we should. Mr. Sommers agreed.

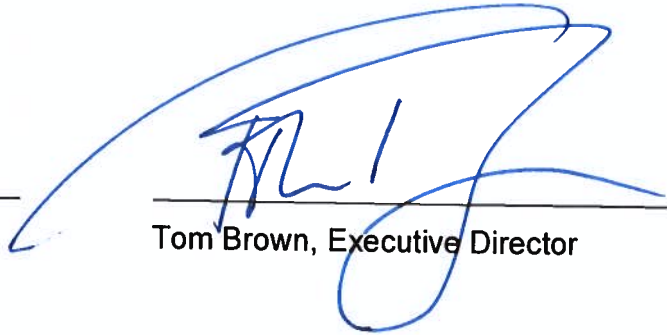
B. The board congratulated Mr. Kuszniir on getting married.

IV. Adjournment

- A. There being no further business to come before the Joint Committee, Mr. Sommers moved to adjourn the meeting. Second by Mr. Scott. The motion carried and the meeting adjourned at 6:40 p.m.



Carl Nielsen (Marketing)



Tom Brown, Executive Director



Matthew Kuszniir, Chairman (Strategic)