

Lorain Port and Finance Authority
Board of Directors
Joint Committee Meeting
Marketing and Public Affairs & Strategic Development Plan
Port Office & Zoom Online
Tuesday, March 9, 2021, at 6:00 p.m.

Committee Members: Messrs. Bansek, Kuznir, Mullins (Zoom), Nielsen and Zgonc
(Marketing)
Messrs. Kuznir, Bansek and Mullins (Strategic)

Board of Directors: Messrs. Scott, Sommers (Zoom) and Veard (Zoom)

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

Guests: None

I. Roll Call

A. The Joint Committee Meeting was called to order at 6:03 p.m. by Chairman Steven G. Bansek (marketing) and Chairman Matt Kuznir (strategic). Roll call indicated a quorum present for the Marketing & Public Affairs and Strategic Development Plan Committees.

II. Disposition of Meeting minutes

- A. January 9, 2018, Strategic Development Plan Committee: Mr. Bansek moved to approve the meeting minutes. Second by Mr. Kuznir. Motion carried.
- B. June 5, 2018, Strategic Development Plan Committee: Mr. Bansek moved to approve the meeting minutes. Second by Mr. Kuznir. Motion carried.
- C. August 14, 2018, Marketing and Public Affairs Committee: Mr. Kuznir moved to approve the meeting minutes. Second by Mr. Bansek. Motion carried.

III. Report of Chairman

A. Joint Discussion for Stage Improvement Project: Mr. Kuznir turned the floor over to Mr. Brown. Mr. Brown said at the end of 2019, we reached out to a few architecture firms to do some long-range planning for the stage top. We recently did some repairs that will give us five or six more years on the existing vinyl. He

said we have some decisions to make as far as how we intend to finance a new stage. A new shell would be between \$25-30,000, and we spend about \$15,000 annually to put it up, take it down, store it and clean it. When you look at those amounts, if we're creative as an organization and amortize that out and look for some sponsorship or grant dollars, are we better in the long run to make a better feature on our site. We have a good base. Mr. Brown said the three architecture firms he reached out to agree it's a good start. We could add on to the existing location because it has plenty of power and we think it makes sense here. Only board and committee leadership have seen the three proposals so far. Mr. Brown asked how the board would like to proceed? Do we want to send the proposals to a committee, which then makes them public? Do we create a subcommittee to start researching and vetting the architects? Mr. Brown said he sees this as: 1. Strategically, when does this make sense? 2. Financially, how do we do it? 3. Marketing is the third prong. How are we going to go out to get these dollars? He said we didn't receive capital budget dollars. We budgeted this year to get to get renditions once we pick an architect. Mr. Brown thinks a rendering will go a long way to helping us get sponsorships and grant dollars. People are going to want to see what we're going to build and what are marketing plan is going to be. Mr. Kusznir said upon review, Mr. Ron Cocco with Clark & Post was the only firm to submit a rendering so far. Mr. Brown said they went above and beyond. They come up with tentative drawings and a budget. He said he went with Mr. Bob Earley to Mentor Stage, and they spent a lot more because they started from scratch, but to do it right he thinks we'll spend \$1 million pretty easily. The other two groups put together a basic package about who they are and a quote for a rendering. Mr. Brown said a subcommittee could be appointed to review the proposals, interview the firms and then decide. Mr. Bansek said he wanted it to be a separate committee to keep it more private initially. He wants to keep the unique look we have in a more permanent setting. He thinks generating a specific wish list and selecting a subcommittee is the way to handle the project moving forward. Mr. Bansek said permanent lighting and sound are very important. It would not only open our property for other uses, but it would also

save potential renters money when hosting an event. He wants to see a green room and restrooms included, too. Mr. Brown said operationally that is a must because we need to separate the office from the concerts. He said if Mentor gets up and running, he wants to schedule a visit for board members to see it in person. It will provide an idea of the feel of a green room and restrooms. They also did well integrating screens on the site. Mr. Bansek said we also have to be aware of the obstructed view if we expand up. Mr. Nielsen said he wants to approach the stage the same way as the marina selection process. He thinks the committee should include an expert. Mr. Kuszniir agreed with Mr. Nielsen. He added the lighting project also had a separate committee that worked well. Mr. Brown said that was the approach used with the office building, too. Once we decide on an architect and design, we can hit the ground running for sponsorships. We could have a tent at concerts and events throughout the year. Mr. Bansek said we've talked about a few ideas for marketing projects specific to Black River Landing. He said there will be an update on that next month. Mr. Nielsen asked if there was agreement in having an expert? Mr. Bansek said yes, having the expertise is important, especially for acoustics. Mr. Nielsen said experts may look at proposals differently than we do. Mr. Bansek said this is probably about a three-year project. Mr. Brown suggested Mr. Mullins invite those interested in being on the subcommittee to reach out to him and then we can start naming people to the subcommittee and start scheduling. All three firms know we had paused the process due to COVID-19. The immediate short-term goal has to be getting someone under contract, getting board approval of the contract and then taking that design to marketing and financial committees to continue moving it forward. Mr. Kuszniir asked about Ferry Terminal Building process and if there was an expert we used then? Mr. Brown said there was a staff wish list, and a subcommittee of board members met with the different firms for presentations. URS was the winning bid for the offices, but that was a little different because we had funding and went from design to building. For this project we will use renderings to fundraise. Mr. Kuszniir said the next step is to form a committee and invite the firms in for presentations. Mr. Brown said he will

send the link he has to all board members. It's a folder with all three proposals. It's public record, but please keep it internal. This is just the planning process. Mr. Brown thinks the companies will need a couple of months to refresh their proposals. It's good to get things started. Renderings will help immensely with the marketing campaign.

IV. Other Business

A. None

V. Adjournment

A. There being no further business to come before the Joint Committee, Mr. Bansek moved to adjourn the joint meeting. Second by Mr. Kuszniir. The motion carried, and the meeting adjourned at 6:24 p.m.

Steven G. Bansek, Chairman (Marketing)



Tom Brown, Executive Director



Matthew Kuszniir, Chairman (Strategic)