

Lorain Port and Finance Authority
Board of Directors
Regular Meeting
Port Office
Tuesday, June 14, 2022, at 7:00 p.m.

Board of Directors: Ms. Bonilla; Messrs. Mullins, Nielsen, Sommers, Veard and Zgonc (6)

Staff: Tom Brown, Executive Director
Tiffany McClelland, Assistant Director
Yvonne Smith, Accountant
Kelsey Leyva-Smith, Office Manager
Mike Brosky, Esq., Attorney

Guests: Alex Amata, Oasis Marinas at Port Lorain

I. Roll Call

A. The meeting was called to order at 7:04 p.m. by Chairman Brad Mullins with roll call indicating a quorum present.

II. Pledge of Allegiance

III. Report of Officers

A. Chairman

1. Correspondence received:

a. Hannah Kiraly Board Appointment Letter: Mr. Brown said as you're aware Mr. Kuzsnir took the job as a director with the City of Lorain and a new person was appointed to our board. Her letter was included in the board packet. Judge Mihok will be at the July meeting to swear her in.

B. Executive Director

1. Building Sale Update: Mr. Brown said last month we entered negotiations to sell 3807 West Erie Avenue. Board entrusted staff to negotiate the price. The buyer is working out an agreement with the bank. It wasn't going to be worth it for us to offer financing. We're hoping to be wrapped up by July if all goes well.

2. Trolls Under The Bridge: Mr. Brown said we were able to negotiate a lease. They're hoping to open in the beginning of July. Lucas Plumbing will be on site to figure out some plumbing issues.
3. New Creative Content Director: Mr. Brown said Erie Shores and Detailing was open last summer. The pandemic affected them gravely and they had to go out of business this spring. We love the 4k camera they put on the roof of their building. We talked to the owner about getting one here at BRL. In those discussions, we got the original camera back up and running. It's on the port's YouTube channel now. Facebook is one of those things you have to do daily. We started a 4-month trial contract. Since he started, in two weeks, our reach is up to 85,821. Increase of 1,800%. Page visits up to 4,130. Increase of 1,100%. New likes are up to 435, which is increase of 100% from 2 weeks. We have 584 subscribers on our rebranded YouTube page. During the storms, we had 60 people watching at the same time. The camera is averaging 4,000 views per week with over 500 watch hours. Mr. Brown said he sees it as a successful two weeks. The Port Authority owns all the recorded content, such as the drone shots. Posts regularly with good content so it pops up in more newsfeeds, a lot of shares for content. His contract is through September (4-month contract) at \$1,000 per month. We're up to 11,000 followers on Facebook.
4. Oasis Adventures: Mr. Brown said Mr. Alex Amata was in attendance. Mr. Amata said Black River Wharf was a project of theirs over the summer. They're using it to launch Oasis Adventures. It will be rolled out to other marinas they own. It's at three so far. They're offering remarkable experiences and consistent people on site. At the wharf they have 12 kayaks: 4 singles, 5 fishermen singles, 2 tandems, one 13-foot single kayaks with foot propeller and 13-foot paddle board. They do a daily check-in for garbage pickup to ensure launch ramps are cleaned. Open windows for visibility. Staff helps tie up and cast off. ADA launch has been moved over to Black River Wharf, too. It's in a good position. Board can ride a kayak for free the first time out. Fire extinguishers and life rings going out at Port Lorain. They have

304 slip holders so far. That's up from 278 in 2021 and increasing every week. Transient reservations have doubled from last year despite fuel rising about 40 percent. Mr. Mullins asked if the launch had a fee and if people were able to bring their own kayaks? Mr. Amata said the kayak launch is complimentary and people are welcome to use their own kayaks. Mr. Brown said Mr. Amata is being modest. He pitched the Oasis Marinas Adventures idea and logo. Black River Wharf is open and inviting now. Mr. Mullins said the presence makes a difference. He asked if there was a fee to launch boats? Mr. Amata said yes. Traffic and efficiency depend on the day, but it's pretty steady. On average, there are about 10-15 per day, and 50 people on weekends using the ramps. No issues with homeless people. No complaints as of yet. They have snacks and bait and tackle, too. Mr. Mullins asked if there would be any additional plans? Mr. Amata said yes, they're looking to expand further with possible jet skis. Mr. Mullins said he's glad to see the progress.

5. International Festival (Volunteers for events): Mr. Brown said we've gone back and forth as a staff about having a table. We're probably not going to ask for volunteers at International. If you attend, wear your orange port shirt. We may have a booth, but not our tent.
6. Upcoming events: Mr. Brown said Wednesday is a Sunset Cruise on the Jet, Thursday is the Chamber Jet Trip, Friday is the BrewCruise/beer tasting on the Jet (\$50, 4 local brewers, 3 hours duration), Rockin on the River is Friday and Saturday this weekend, and Sunday is Jet Express to Put-in-Bay. That's the Jet trip for now. We'll get some more later in the season. October 3 is Wine Fest at Put-in-Bay, and we'll have a few trips to Cleveland Browns games. The Summer Market is July 22 and 23. We have the volunteer signup sheet. The tent has paid for itself. We've had great conversations with different businesspeople. We're currently negotiating possible future events on available dates. We hand out sunglasses, shirts and bags. We've collected a couple hundred emails, too. We need board help. The time is from 5:30-8:30p. It's a three-hour commitment. Beverages and snacks are available. We

throw shirts from the stage. Really big crowd expected Saturday. If we can consistently do Fridays, Mr. Brown thinks that would be good. Once renditions are done, we'll do a major unveiling, and the tent will transform to our stage promotion place. A \$20 donation gets people an orange T-shirt because they're so popular. Mr. Nielsen said Friday nights are Tom and Tiffany. They're not compensated for that. Board needs to step up and volunteer. We all need to put some time into it and need more of a presence. Our intern Emily also joins the Friday night crew.

C. Assistant Director

1. Kelley's Island Ferry Boat Line Project Update & Bareboat Charter

Agreement: Ms. McClelland said she was sorry for the short notice on the christening of the vessel. Tight timeline between the 16th when we were going to accept the vessel as is and May 26 when they wanted it operating. Ms. McClelland shared photos from the christening. She said it was a phenomenal crowd. It felt like everyone on the island was in attendance. It was an emotional day. The vessel was named after Augie Paladino's mom who passed away before the vessel was complete. Mr. Chris Haynes did a great job capturing the day for us. The vessel went into operation Memorial Day Weekend and continue being used until September. We're working on closeout. Last thing to wrap up is the bareboat charter agreement. A few changes since what went out in the board packet. Language is nearly identical to what was passed in 2017 when it was outlined. The bareboat charter is needed for insurance. She and Mr. Brosky are happy with it. There are chances for minor changes, but all in all, this is substantially what the agreement will be in form.

- 2. USEPA Brownfields Assessment Grant:** Ms. McClelland said we got a \$500,000 grant for assessments of brownfields. Not for the cleanup, but if we do phase one and two assessments, we can go to the state for cleanup dollars. It was a great program when we had it a few years ago. We got \$6 million dollars allocated in the state of Ohio. We are one of 7 or 8 applicants in Ohio to get funding.

3. Inclusive Project Planning Market Study: Ms. McClelland said this was last brought up in December 2021. We partnered with city and JobsOhio to do a market study. Highest and best use. What can be built with actual numbers. Private presentation to the mayor hopefully within a week. Public presentation with our board and council invited. Guessing it will be pushed back a little but be on the lookout for a date and time to be shared. Please try to be available. Mr. Mullis asked about the city announcing an RFP. Is it different? Mr. Brown said a thesis group from Cleveland State did a swat analysis. They think the city needs better wayfinding and branding. Basically, solidifying one identity for consistent messaging. Mr. Mullins thinks the connection needs to be made aware to the city. Goal of the bigger meeting is to make sure we're all working together.

IV. Report of Committees

A. Contract Management Committee

1. Mr. Zgonc said there was no report.

B. Strategic Development Plan Committee

1. Mr. Mullins said there is no report.

C. Marketing and Public Affairs Committee

1. Mr. Nielsen said he had no report.

D. Financial Planning and Audit Committee

1. May 2022 Financial Statement: Mr. Sommers he met with Mrs. Smith prior to tonight's meeting. He recommends approving the financials. Ms. Bonilla moved. Second by Mr. Veard. Motion carried.

E. Bylaws and Personnel Committee

1. Mr. Sommers said he had no report.

V. Other Business

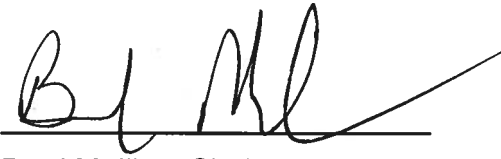
- A. Mr. Brown said we're signed up for the Historical Society Golf Outing on July 16. We're happy to get another group of 4 if there is interest, but we have one foursome registered.
- B. Mr. Zgonc asked about the Labor Day Fest – is the deposit still required? Mr. Brown said he wants to be consistent and charge the deposit.

VI. Public Comment

A. None.

VII. Adjournment

A. There being no further business to come before the board, Mr. Sommers moved to adjourn. Ms. Bonilla seconded. Meeting adjourned at 7:52 p.m.



Brad Mullins, Chairman



Tom Brown, Executive Director