

**Lorain Port and Finance Authority
Board of Directors
Contract Management Committee Meeting
Port Office
Tuesday, November 8, 2022, at 6:00 p.m.**

Committee Members: Ms. Kiraly; Messrs. Nielsen, Veard and Zellers (4)

Board of Directors: Mr. Mullins

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

Guests: Chris Haynes, Crow's Nest Digital Media

I. Roll Call

- A.** The meeting was called to order at 6:03 p.m. by Contract Management Committee Chairman Jeff Zellers with roll call indicating a quorum present.

II. Report of Chairman

- 1. Marketing and Content Presentation by Chris Haynes:** Mr. Brown said Mr. Haynes is here to present tonight. Mr. Haynes apologized for missing last month's meeting. He said he's the founder of Crow's Nest Digital Media and has been working with us since June. Mr. Haynes formerly owner Erie Shores Rentals and Detailing next to Oasis Marinas but closed in March of last year after he couldn't get his jet ski order in time. He was happy to be brought on by Tom to help maintain the 24/7 camera and social media accounts. Mr. Haynes is also an Entrepreneur-in-Residence at Kent State, Director of Digital Marketing at Buckeye Sports Center and an FAA Certified Part 107 Drone Pilot. Altogether, Mr. Haynes said he has 18 years' experience in digital marketing focusing in the government tech, hospitality and tourism industries. He said he was involved in multiple gov-tech startups where he was building apps for city governments. City of Oberlin is one example. Mr. Haynes said he doesn't market to people; he likes to educate them. His strategies revolve around educating, entertaining and connecting with the audience. For

example, when a freighter visits Lorain, he gives additional details about the vessels coming into port and tries to answer questions people have. Mr. Hayes started June 1, 2022. He's done 255 posts over 159 days, which is an average of 1.6 per day. There are 94 YouTube videos. Mr. Hayes took the old Erie Shores Rentals and Detailing YouTube page with around 600 followers and converted it to the Port Authority's account to have a good jumping off point. He also gave his camera to the Port. In addition to the videos and post, Mr. Hayes created 75+ custom graphics and marketing pieces. 4th of July live stream. Routine livestreams. He made ads for BrewFest, Fourth of July, the Jet Express, our grant award, The Summer Market, our Set The Stage event, the Water Taxi, Snag-a-Slip, Trolls Shaved Ice and our Sunset Cruises. Lightening and storms are among the most popular posts. Done images and videos are also very popular. Facebook data from June 1 to now: We were able to get 334,165 in page reach. Facebook page reach means our content is viewed in some way by people on Facebook. The 418.9% increase is compared to the same time period the year before. Page visits is people going to our home page on FB and that was up 1,500%. The number of likes went up 800%. We've had 50,000 views on our YouTube channel since June and another 356 subscribers. Mr. Hayes said as far as goals for 2023, he wants to get the FB page reach up to 1,000,000. He said compared to Buckeye Sports Center, who has a similar number of followers, they have to spend \$5-10,000 to get the reach we have. We haven't spent a dime on social media advertising since he started. He said it's organic growth due to good content consistently. Mr. Mullins asked what that money goes toward? Mr. Hayes said FB ads. Mr. Mullins asked about the analytics? Mr. Hayes said he looks at both Google and Facebook Analytics. Other goals he has are 100,000 page visits, 5,000+ likes and over 1,000 YouTube subscribers. Once we get 1,000 YouTube subscribers, we can apply for YouTube monetization. Right now, we average 10,000 views per month. Once we get to 40,000, you can get \$100 in free ad money each month. To get there, Mr. Hayes intends to continue what he's been doing

and take it a step further. His main focuses are social media management, video and multimedia, livestream camera management, graphic design (digital/print), website content and drone photography and videography. YouTube is always running; he puts it on Facebook livestream to draw people to it. Mr. Haynes said his turnaround time is quick. Either a couple hours or the very next day. On the Fourth of July, we had over 8,000 viewers. He's also happy to help create ads for our partners, like BrewFest and Trolls Under the Bridge. He plans to be more involved with the website moving forward. Mr. Mullins asked where he's driving people? Mr. Haynes said it's mostly to Facebook. We can drive people to the website, too. Mr. Mullins asked about having a landing page? Mr. Haynes said we don't necessarily need one, but he can make the website better. He's learning WordPress. We can do more with what we have. Mr. Zellers asked about the proposal? Mr. Haynes said he wanted a 12-month contract at \$1,500 per month. Mr. Zellers asked if he was under contract? Mr. Haynes said he's month to month right now. Mr. Zellers asked how the partnership got started? Mr. Brown said they approached each other. We liked the content he was making and wanted to see if he could help us. Ms. McClelland said we found Mr. Haynes because of the work he was doing with Erie Shores and the content he was creating there. Mr. Zellers asked when the contract would start? Mr. Haynes said it could be November 15. Mr. Brown said we can change it to the first of the month to streamline accounting. Mr. Zellers suggested continuing the current month-to-month arrangement through the end of the year and start the new contract in January. Mr. Haynes said that would be fair. Mr. Brown said Mr. Haynes can create content and take a deep dive on the website in the off season. He thinks \$1,500 a month is fair. Mr. Mullins wants a scope of work. Mr. Haynes said he can do that, and he is looking forward to being involved before the busy season starts. Mr. Mullins asked if Mr. Haynes is using SEO? Mr. Haynes said not so much, but SEO has changed and is now based more on content than keywords. Mr. Zellers worried if it was the right committee? Mr. Brown said yes, the marketing committee would revolve more around the

content versus the contract. The board can vote in December. Mr. Brown asked if there was a way to get a mobile app? Mr. Haynes said no. As long as our website is mobile friendly, there's not enough value for us.

2. Port of Lorain Trailhead Project Contract: Mr. Brown said we partnered with the Lorain County Metro Parks for a grant for the Trailhead Station. It was a \$100,000 50/50 grant where ODNR would reimburse us \$50,000. COVID got in the way a little bit and the architectural firm took longer than we thought. There were a bunch of delays. We finally got the dimensions, site survey, etc. and went out for proposals. A couple agencies reached out to ask questions. He thinks most were scared off due to the grant being involved. The only proposal submitted was from Terminal Ready Mix. It includes three swings, three benches, bike repair station, trash cans, dog station, bike racks. For all the concrete work, drainage, fencing and installation it came in at \$81,000. We're fairly on budget, but we're over budget on the project. The Metro Park will be absorbing a lot of the extra because it's work they wanted done anyways. He thinks we have a good local company and asked for support. ODNR said we can follow our procedures and don't need additional quotes. A lot of people didn't like the timeframe, but that is due to the grant. Mr. Brown said the contract is not to exceed \$81,000 and there will be a construction meeting. He thinks there may be potential for creative cost savings. The Metro Parks will do the tree planting. Mr. Zellers asked if they could complete the work by the end of November? Mr. Brown said yes, they can absolutely get the work done before snowfall. Mr. Zellers asked about the grant? Mr. Brown said the total project was budgeted at \$100,000. We're now looking at \$120-125,000. Mr. Zellers asked about the costs outside the \$81,000. Mr. Brown said about \$17,000 in fixtures, swings, benches, kiosks, bike racks, repair station, architectural design. Mr. Zellers asked if we pick up the difference? Mr. Brown said yes, but the Metro Parks is offering to absorb a majority of the cost. He thinks it will be a nice location once done. We wanted to make it artistic. The swings will match. Bird shadow bike racks. Mr. Nielsen asked who owned the property? Mr. Brown said it's on the boarder of their

and our property. Mr. Nielsen asked if we were obligated to maintain the trailhead? Mr. Brown said yes. We'll have to look into insurance. Mr. Veard asked about worst case if weather turns? Mr. Brown said we got a 6-month extension. Mr. Nielsen moved to recommend to the full board accepting the contract. Second by Ms. Kiraly. Motion carried.

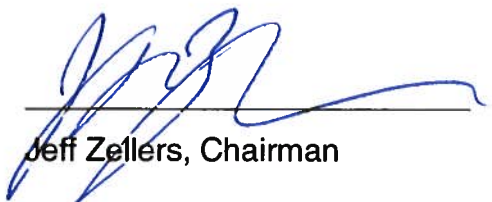
3. Agreement with Verdantas for Brownfield Assessment Grant: Mr. Zellers said Verdantas was previously Hull and Associates. He joined Mr. Brown and Ms. McClelland for the interviews with three potential firms. He was impressed with the partnership between Verdantas and the Port Authority and supports going with them. Mr. Brown said he added "pending final legal approval" to the resolution. Mr. Nielsen moved to recommend approval by the full board. Second by Mr. Veard. Motion carried with Ms. Kiraly abstaining due to the appearance of a conflict of interest.
4. Riverside Building Lease: Mr. Brown said he has an appointment on Monday with the city's law office. There's a provision in our lease with the city signed in 1991 that says any new construction needs to be recreational for nature. He wants to get clarification before moving forward. Mr. Brown said he had a good conversation with Mr. Pat Riley. We're in final negotiations with Mr. Neal. We will bring this back in December.

III. Other Business

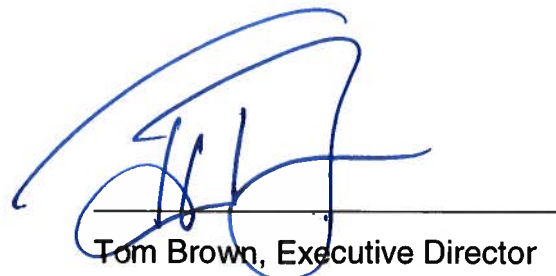
- A. None.

IV. Adjournment

- A. There being no further business to come before the committee, Mr. Nielsen moved to adjourn. Mr. Veard seconded. Meeting adjourned at 6:50 p.m.



Jeff Zellers, Chairman



Tom Brown, Executive Director