

Lorain Port and Finance Authority
Board of Directors
Marketing and Public Affairs Committee Meeting
Port Office
Tuesday, July 8, 2025, at 5:00 p.m.

Committee Members: Ms. Jakacki; Messrs. Mullins, Scott (5:07p) Simmons and Zgonc (5)

Board of Directors: Mr. Zellers, Mrs. Silva Arredondo & Kiraly

Staff: Tiffany McClelland, Executive Director
Tom Brown, Operations Director
Kelsey Leyva Smith, Office Manager

Guests:

I. Roll Call

A. The Marketing and Public Affairs Committee Meeting was called to order at 5:00 p.m. by Chairman Al Zgonc with a roll call indicating a quorum present.

II. Report of Chairman

A. Sunday Liquor Sales: Mr. Zgonc said he met with Mrs. McClelland last week to discuss this. With staff so busy, he wanted the committee to help pass the petition around. He doesn't think it would take more than 3-4 hours. We need at least 50 signatures. Want to get double that if possible. Mr. Mullins asked what area? Mr. Zgonc said 2A, 1 street to 10 street to west of Washington Avenue and down here. We have a voters list (registered voters) in the district. Should be relatively easy. Mrs. McClelland said we have the paperwork finalized, just need signatures now. Our interns spent the day hitting the streets. Have 24 signatures so far. 50 good signatures is what we need. Shoot for at least 75, then we can turn it in and ensure we'll be on the ballot. Noon-4:30p or 5p is when interns will be in. Needs to be turned in by August 6. Want to submit by last week in July to have time if all signatures aren't good. Interns will go out again tomorrow. We could pick a date later in July to put tentatively if needed. Al volunteered to go out with the interns. Mr. Mullins said he could do it after work. Mr. Mullins asked if businesses count? Mrs. McClelland said it's about home addresses. Ms. Jakacki

asked if people say no? Mrs. McClelland said yes. Sometimes you get people who say yes that aren't registered voters. We are targeting active voter registration list.

B. Stage Top Disposition: Mr. Zgonc said the stage top will be coming down in September. Mrs. McClelland said a decision has to be made about when the stage top comes down on September 15 on whether it is thrown away or turned into a nostalgic memento. Time, money and staff, when Whiting Turner takes it down, she is leaning toward disposal. If not, we need to make arrangements now for what it will be turned into. Mr. Mullins asked if we might need it again? Mrs. McClelland said no company will reinstall it once it comes down. She and Mr. Zgonc brainstormed possibly donating it to a 4H group, or maybe the caboose committee. Mr. Mullins said if we have no more use for it, we get rid of it. If someone wants it, they have two weeks to get it. Committee agreed to dispose it. Mrs. Kiraly asked if there was any attachment to the old logo, to cut and preserve that piece. Mrs. McClelland said we have flags with the old logo.

C. Social Media Stats: Mr. Zgonc said those were sent out to see what type of activity we have for ROTR and the port authority. Over 2.6 million views so far and 800,018. ROTR is much higher. 17,000 followers for the port. What data is most important for marketing committee to use. Mr. Brown said we send about two emails a week on constant contact. Mrs. McClelland said port FB, ROT Facebook and a BRL Facebook page. We're trying to appropriately target the recipients. Mr. Zgonc said in future meetings the committee needs to discuss how to brand the BRL page. Mrs. McClelland asked how staff can prepare? Mr. Mullins said we could get sponsorships. Mrs. McClelland said ROTR offers those packages to include sponsors on the website or posts on FB. Mr. Zgonc said on the website, the way that the material is presented, a lot of ROTR stuff. He thinks we should focus more on the economic development part of what we do, the facilities that we have and the staff. Then we can talk about the stage and the site and the other kinds of programming. Mrs. McClelland said a better understanding of what people are going to our website to see and having a better website. Mr. Mullins said LinkedIn is more business oriented. To change a

website, you need to hire someone to help. Mr. Chris Haynes is managing the website, but a complete overhaul would cost us more. Mr. Zgonc said we need to build our image for the future. Mrs. McClelland agreed. Mr. Scott said during finance committee and after the tour, she said our focus is on the stage. Thinks that should be our main focus until we get past this hurdle. Mr. Simmons is in favor of an overhaul or revamp after the stage is done. Mrs. McClelland asked where this fits on the priority list? Mrs. Kiraly said we don't do a good enough job of storytelling and sharing our accomplishments with the community. Moving in that direction would be good, but eventually. Mrs. McClelland said we can focus the next six months to shift the narrative. Mr. Brown said the live camera at BRL will showcase the progress on the stage project.

D. Branding Materials: Mr. Zgonc said Mrs. McClelland showed us these at a previous meeting. She plans to begin using them as formal literature to present to other businesses and groups to show what we have to offer for potential development. Mrs. Silva Arredondo recommended including Mrs. McClelland's title. High school education is graduated or higher. Mrs. McClelland will double check the stats. 45-mile radius. Mr. Zgonc said on the hand outs the owner is slightly different. Mrs. McClelland said that could be corrected, too. Mr. Mullins moved to officially adopt as marketing materials to promote property. Second by Ms. Jakacki. Motion carried.

III. Other Business

A. None.

IV. Adjournment

A. There being no further business to come before the Marketing and Public Affairs Committee, Mr. Zgonc moved to adjourn the meeting. Second by Mullins. The motion carried, and the meeting adjourned at 5:41 p.m.

Alan Zgonc
Alan Zgonc (Oct 18, 2025 08:10:03 EDT)

Al Zgonc, Chairman

Tiffany McClelland

Tiffany McClelland, Executive Director