# Lorain Port and Finance Authority
## Board of Directors
## Marketing and Public Affairs Committee Meeting
## Port Office
## Thursday, August 20, 2026, at 9:00 a.m.

**Committee Members:** Ms. Jakacki**;** Messrs. Cordes and Zgonc (3)

**Board of Directors:** Mr. Scott

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

**Guests:**

**I. Roll Call**

**A.** The Marketing and Public Affairs Committee Meeting was called to order at 9:02 a.m. by Chairman Al Zgonc with a roll call indicating a quorum present.

**II. Report of Chairman**

**A.** Website Platform: Mr. Zgonc said we would be discussing the website and ticketing. Mrs. McClelland said to give a little background, some board members have pointed out some of the issues on our website and it being outdated. We've also run into issues with programs we use not working for all of our operations or needing multiple programs with similar functions. Mrs. Smith has been researching potential platforms to alleviate our pinch points from all perspectives and we believe we've found a solution. Mrs. Smith gave a presentation including what programs and software we use now, what options could potentially work for us, and what she ultimately recommended: Pulse Platform by Crow's Nest Digital Media. It can grow with us and potentially handle the marina management software. The switch would improve user experience, help us achieve ADA Title II compliance by 2028, strengthen cybersecurity, establish brand continuity across the port, Black River Landing, and Rockin' on the River, and ensure all ticketing and web systems are ready for the Black Friday sale on November 27th.

Mr. Cordes moved to approve recommending the Pulse Platform for approval by the full board. 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. Cordes moved to adjourn the meeting. Second by Ms. Jakacki. The motion carried, and the meeting adjourned at 9:40 a.m.

Alan Zgonc
Alan Zgonc (Oct 16, 2026 08:52:44 EDT)

Al Zgonc, Chairman

Tiffany McClelland

Tiffany McClelland, Executive Director

# Minutes_08.20.26 Marketing Committee

Final Audit Report 2026-10-22

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