

**MARKETING AND PUBLIC AFFAIRS COMMITTEE MEETING
LORAIN PORT AUTHORITY
November 12, 2013**

Committee: Messrs. Bansek, Brown, Davila, Mullins (6:50 p.m.) and Nielsen

Board Members: Mrs. Cook, Ms. Carr (7:08); Mr. Sommers

Staff: Richard Novak, Executive Director
Ralph Bruening, Events Coordinator/Facilities Manager
Mike Brosky, Esq., (7:00 p.m.)

Guests: Bill Hurley and Bill Locke – We Care, We Share

- I. **Roll Call** - The meeting was called to order at 6:42 p.m. by Committee Chairman Tom Brown. Roll call indicated a quorum was present.
- II. **Disposition of Minutes.** The minutes of February 12, 2013 Marketing and Public Affairs Committee Meeting minutes were presented for approval. Motion by Mr. Nielsen to accept the minutes. Support by Mr. Davila. Motion carried.
- III. **Report of Chairman.**
 - a. Port Logo. Mr. Nielsen would like to research the creation of a new logo reflecting the Water Front District. Mr. Bansek is working with a graphic designer to provide options. Mrs. Cook suggested working with the art classes at local schools or Lorain County Community College. Mr. Mullins suggested working with the Marketing Company. Mr. Novak stated this is also our 50th year. Mr. Brown suggested we may want to incorporate this with the levy campaign. Mr. Davila suggested this endeavor be opened up to the whole County. Mr. Nielsen suggested this matter be tabled and allow Mrs. Smith to order stationery and incorporate Waterfront District.
 - b. Ribs on the River. Mr. Bruening explained the potential of Ribs on the River, which would be a four (4) day event. Bar-b-que Festivals in general make money, bring a large draw of people in from the Community and surrounding areas and are entertaining. This would not be a total Port event. This would be a 50-50 share with Tribute Star Entertainment. Tribute Star Entertainment would pay 50% of the expenses and receive 50% of the profits. There would be a total of five (5) rib vendors and no other meats would be sold. This would be a \$40,000.00 budget combined between both entities. Mr. Mullins stated he liked the 50-50 split and bringing in rock bands. Mr. Bruening stated they will take 100% care of the vendors. More information will be provided after a December 4, 2013 meeting with the professional event organizers of Tribute Star Entertainment.

c. Marketing Strategy 2014. Mr. Novak indicated Burgess and Burgess' contract expires at the end of this year. Burgess and Burgess is finalizing their end of the year report.

d. Fireworks Request for Proposals. Mr. Bruening indicated we have not received proposals for three (3) years. The dollar amount will remain the same at \$20,000.00. Mr. Novak is speaking with the Lorain Rotary Club concerning the possibility of a sponsorship. Mr. Nielsen made a motion to allow the staff to obtain proposals for the Independence Day Fireworks. Seconded by Mr. Mullins. Mr. Brown abstained due to appearance of conflict of interest. Motion carried.

IV. Other Business – None.

V. Adjournment. There being no further business to come before the Marketing & Public Affairs Committee, Mr. Nielsen made a motion to adjourn. Support by Mr. Brown. The meeting was adjourned at 7:12 p.m.

Tom Brown, Chairman

Richard M. Novak, Executive Director