

**Lorain Port Authority
Board of Directors
Regular Meeting
Zoom
Tuesday, August 11, 2020, at 7:00 p.m.**

Board of Directors: Messrs. Bansek, Davila, Kuszniir, Mullins, Nielsen, Sommers, Veard and Zgonc (8; Mr. Zellers was absent.)

Staff: Tom Brown, Executive Director
Tiffany McClelland, Economic Development Director
Yvonne Smith, Accountant
Kelsey Leyva, Office Manager
Mike Brosky, Attorney

Guests: Mayor Jack Bradley

- I. **Roll Call**
 - A. The meeting was called to order at 7:01 p.m. by Chairman Brad Mullins with roll call indicating a quorum present.
- II. **Pledge of Allegiance (skipped)**
- III. **Disposition of Meeting Minutes**
 - A. **July 14, 2020, Regular Board Meeting:** Mr. Mullins asked if there were any questions, changes or corrections and there were none. Mr. Sommers moved to approve the minutes. Mr. Veard seconded. Motion carried.
- IV. **Report of Officers**
 - A. **Chairman**
 1. Correspondence received:
 - a. None.
 - B. **Executive Director**
 1. Marketing Study Results Presentation: Mr. Mullins turned the floor over to the Port Intern Ms. Cecelia Dillon. She introduced herself and explained she is a senior at Ashland University and is a marketing major. One project she had this summer was to send out a survey to see how the public views the Port and what we do here. Tonight, she is going to go over the results of the survey. Ms. Dillon said we received 103 responses

though she would have liked to receive more. To get an idea of the demographic she asked if responders were residents of Lorain, if they were residents of the county and what their relationship was with the Port. A majority of the participants were not from Lorain (57.3%), though most were from Lorain County (79.6%). About 86.4% of participants attended an event or visited one of our facilities. Ms. Dillon said she also asked questions related to our rental facilities. She found 64.7% of participants were aware we offered rentals but about 92% had never rented before. Other questions in the survey focused on the website. 69.3% of participants preferred getting information from our social media accounts, but we didn't get any bad reviews related to our website. Regarding our newsletter, 79.4% of people are not signed up. Ms. Dillon recommended looking into ways to get people subscribed to the newsletter. As far as social media, about 64% of participants were following one or more of our accounts. She recommended utilizing social media more heavily since that is the way people prefer to receive the information. 54.5% of responders believed the Port was primarily funded through economic development projects and about 32% thought it was funded by a property tax levy and about 67% of people didn't know how our board members were selected. Ms. Dillon recommended finding ways to familiarize the public with our board members, what they do, and how they obtained the position. 78.2% of participants knew the Port was involved in economic development projects in Lorain and most knew we host the fireworks and other events, but about 37% thought we were a nonprofit. About 48% knew we were a government organization and 88% knew we were involved with the Ariel on Broadway redevelopment. Ms. Dillon said she and Ms. McClelland were surprised how many people knew about our role with Ariel on Broadway and how many people still think our main focus is fireworks and concerts. On a 1 to 5 scale with 5 being the best, 90.3% of people think the Port is performing at a 4 or above when it comes to being helpful. Mr. Bansek asked about the contact list used. Ms. Dillon said she posted the

survey on our social media pages, such as Facebook, Instagram and Twitter. It was a link people could follow. Mr. Mullins said it seems there is still a perception issue. Mr. Bansek said it seemed like half of the participants took the time to learn what we do, and the other half didn't. He found the numbers interesting. Mr. Mullins asked Ms. Dillon to send the survey results to board members in an email. Mr. Bansek said he would like to have a committee meeting regarding the survey. Mr. Davila asked if the survey recorded the age of participants. Ms. Dillon said no. Mr. Bansek said he believed educating the voters on who we are is important. Ms. McClelland agreed and said this survey was a starting point. She found the information valuable. We can fine tune questions to get the information we need. Mr. Mullins said he thought the information was a good start. Mr. Davila said the number survey was a little small, but it was a good start. Mr. Bansek said more people respond when a survey is incentivized. We could use this to collect emails as well. Mr. Mullins asked how long the survey was available? Ms. Dillon said it was about three weeks. Mr. Kuszniir asked if there was any data related to how many people clicked but didn't respond? Ms. Dillon said she could get that and send it out, too. Mr. Veard asked about getting an age demographic. He said he personally doesn't have any social media. What are other ways to get the message out? Mr. Mullins said the problem is our voters do use social media. Ms. McClelland said that wasn't requested this time, but we can ask moving forward and grab some demographic information from our Facebook, too. Mr. Bansek asked if anyone was surprised? Mr. Mullins and Ms. McClelland said yes. Mr. Bansek said he thought our message and name was out there, so he found the survey was eye opening. He looks forward to running with this survey and using it to get the public more aware of what we do. Mr. Kuszniir asked if Ms. Dillon had any recommendations. Ms. Dillon said she recommended redeveloping a survey with more pointed questions and incentivized it. She also encouraged casting a wider net. Mr. Mullins suggested looking at

demographics. He was surprised a lot of people from outside of Lorain responded.

V. Economic Development Director

A. Name Update: Ms. McClelland said the survey was a perfect transition to our next topic. We are recommending changing our name to the Lorain Port and Finance Authority. This is only for branding purposes, not legally. Our strategic plan recommends changing our name. When we adopted the plan, it included changing the name due to confusion with the county port and the general confusion surrounding all port authorities. "Port" doesn't trigger the thought of economic development. Although people notice or recognize us, there is still confusion. She said she wasn't surprised that people still thought we do housing demolition. We don't do that; the Lorain County Port Authority handles the Land Bank. The number of calls we get for the county port is high. We need to rebrand to be a more efficient agency in the development finance realm. Ms. McClelland is looking for a blessing from the board tonight to rebrand ourselves. She presented a draft logo with the same color scheme and logo. We're only looking to add two words. We want to separate ourselves and stand out. Mr. Mullins said the logo is still the same. He was anxious at the idea initially, but after thinking it over and looking at the survey, he thinks it's something we should give some serious consideration. We need to differentiate ourselves. Some of our good deeds don't get associated with the City of Lorain. Mr. Nielsen moved to change the name. Mr. Bansek seconded. Motion carried. Ms. McClelland thanked the board and said she believed this is a good step in the right direction. Mr. Mullins asked about the cost related to changing our name. Ms. McClelland said staff is starting to look into it. We aren't going to throw out everything immediately, but we will change things out as we go. If we send out memos, it'll be on new letterhead. New name on marketing materials. We're not changing our name legally. This is just a branding tool. All new stuff will have the new name. Ms. Dillion has been working on a few items. No specific dollar figure yet. Mr. Davila asked about having two names. Mr. Mullins said yes, we would be "doing business

as” or DBA. Ms. McClelland explained our legal name would be on agreements but everything to the public would be under the new name. Mr. Sommers asked about bond renewals. Ms. McClelland said the intent is to use the new name. Mr. Kuszniir asked about redoing the logo. Ms. McClelland said staff decided against it. The name was more important than the image at this time. It will be a consideration in the future.

- B. Fellowship Case Study:** Ms. McClelland said this is an item also needing board approval. Mr. Brown has given his blessing. Ms. McClelland said she was accepted into a national fellowship earlier this year for women in development finance. It provides a great education in project and development finance. Mr. Brown sponsored Ms. McClelland to participate. We are working on a project that is based around a character-based revolving loan fund. For this project, we’re Hoping to have a case study agency to go through the process of creating this character-based lending program. It goes hand in hand with the strategic plan to set up a revolving loan fund. It’s a little different than a typical revolving loan fund. The fellowship is working through best practices and said to feel comfortable with us as the case study agency they wanted board approval. Regardless of the vote tonight, Ms. McClelland said she’s still planning to research the possibility of a character-based revolving loan fund. It’s an ideal fit for our community and community members. It lined up perfectly and aligns with our strategic plan. Mr. Mullins clarified that the board would be approving a case study for a revolving loan fund for the port authority. He then asked how it would be funded. Ms. McClelland said these types of funds are often times set up through community banks. She’s talking with banks and other community organizations. The goal is to work through the best way for an agency to capitalize on a character-based lending program. She thinks it’s feasible. It would likely be around \$1 million initially and hopefully grow to about \$2 million to make it a break-even program. Mr. Mullins asked about a committee to review applicants. Ms. McClelland said yes, she is working through all of the processes right now. Mr. Zgonc asked about the “character-based” part

and what that means. Ms. McClelland said she would be presenting on this next month, but in general character-based lending focusses more on the individual and the business than necessarily the credit score. Traditional lending is based on credit scores and documents. Character-based lending is different and more popular in Europe. No good examples in Ohio. She suggested looking into a group in Colorado. That is one program we're modeling ours after. She will be better able to answer all questions next meeting. Ms. McClelland said she would send out the link for the Colorado agency. The final product will be a report with hopefully a case study of the Lorain Port and Finance Authority and the processes we went through to establish or not establish the program. And if so, what does that look like. We aren't committing to have a program at this time, but we hope to have one. Mr. Sommers moved to approve the fellowship case study. Mr. Zgonc seconded. Motion carried.

- C. Economic Development Work Session September 1, 2020: Ms. McClelland said we haven't talked about Kelley's Island in a while. It's going very well. Today was a major milestone. A lot of steel was cut to be assembled. We'll keep everyone updated. The work session is related to the resolution for economic development funding that was passed out a couple of meetings ago. Everyone wanted to have a committee of the whole or work session to discuss the resolution. We picked the Tuesday before the next meeting. We're asking everyone to attend and asked everyone to look at the resolution again. Ms. Leyva will resend the proposed resolution.

VI. Report of Committees

A. Contract Management Committee

1. ODNR Paddle Enhancement Grant Agreement: Ms. Leyva said in May or June we initially discussed this grant. In July we learned we received the grant and this resolution is to approve the agreement with the ODNR. The grant is for a little more than \$32,000 and will fund an ADA accessible kayak launch ramp at Riverside Park. The grant is refundable, so Mr. Brown is hoping the project can be done in 2021. Mrs. Smith would do an

advancement of funds, and then we would be reimbursed after the project is complete. The project must be complete by June 30, 2021. Mr. Mullins asked why we fund the projects in advance? Ms. McClelland said that's just how the grants work. You pay for the project and then they pay you back. The agreement and resolution guarantee we'll be repaid by the state.

Mr. Mullins presented:

A RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR OR HIS DESIGNEE TO ENTER INTO AN AGREEMENT WITH THE OHIO DEPARTMENT OF NATURAL RESOURCES, DIVISION OF PARKS AND WATERCRAFT FOR THE ADDITION OF HAND-POWERED WATERCRAFT LAUNCH INFRASTRUCTURE AT RIVERSIDE PARK THROUGH THE 2020 PADDLING ENHANCEMENT GRANT PROGRAM.

Mr. Nielsen moved to approve Resolution No. 2020-24. Second by Mr. Bansek. Roll call vote as follows:

Ayes: 8 Nays: 0 Abstain: 0 Resolution Passed

B. Strategic Development Plan Committee

1. Mr. Kuszniir said he had no report.

C. Marketing and Public Affairs Committee

1. Mr. Bansek said he will have a committee meeting for the survey results.

D. Grounds Maintenance and Capital Improvements Committee

1. Mr. Nielsen said he had no report.

E. Financial Planning and Audit Committee

1. July 2020 Financial Statement: Mrs. Smith said she wasn't able to go over financials. It was tabled until next month.

F. Bylaws and Personnel Committee

1. Personnel Policy Updates: Mr. Sommers said Mrs. Smith will go over the updated Personnel Policy sent out in an email today. Mrs. Smith said the field work portion of the audit is complete. One comment was although we have a public records policy, it wasn't in the policy manual. The auditors want it in our Personnel Policies. Then during an auditor of state training

session, they suggested a petty cash policy. Mrs. Smith spoke with Mr. Sommers and Mr. Brosky about it and topics like accountability, internal controls and other items came up. Mrs. Smith created a petty cash request form. Mr. Brown helped work up the petty cash policy, too. Ms. Leyva sent out a copy of the form. Mrs. Smith included a note to make it easy to understand the updates. Petty cash is reconciled quarterly and annually. Mr. Kuszniir mentioned eliminating Tom's name from the public record's section. He suggested using the position or title instead. Mr. Sommers moved to update the Personnel Policies. Second by Mr. Veard. Motion carried. Mr. Bansek then moved to eliminate Mr. Brown's name and list his title instead. Second by Mr. Sommers. Motion carried.

VII. Other Business

- A. Mr. Kuszniir asked if the URL of the website would change. Ms. McClelland said we're working through it. Mr. Kuszniir bought both just in case. He will transfer them to the appropriate person in future.
- B. Mr. Mullins mentioned that Mr. Veard was added to two committees.

VIII. Public Comment

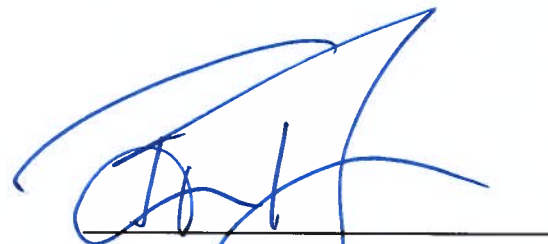
- A. None.

IX. Adjournment

- A. There being no further business to come before the board, Mr. Sommers moved to adjourn. Mr. Davila seconded. Meeting adjourned at 7:54 p.m.



Brad Mullins, Chairman



Tom Brown, Executive Director