



Marketing Committee Meeting
Of The Board of Harbor Commissioners (BHC)
Of The City of Milwaukee

Meeting Minutes of Thursday, January 28, 2021 – 2:00PM
Port Milwaukee – 2323 S. Lincoln Memorial Drive
In-Person and Video Teleconference

IN ATTENDANCE:

BHC Marketing Committee: Commrs. Diane Diel, Craig Mastantuono (Chair)

- Maria Cartier – Port Milwaukee
- Cameron Cermin – Port Milwaukee
- Jeff Fleming – Port Milwaukee
- Matt Gwiazdowski – Port Milwaukee
- Jazmine Jurkiewicz – Port Milwaukee
- Rhonda Ronsman – Port Milwaukee
- Adam Tindall-Schlicht – Port Milwaukee
- Ron San Felippo – BHC

- I. **BHC Finance & Marketing Committee Meeting** Commr. Craig Mastantuono
 - a. Commr. Mastantuono called the meeting to order at 2:00pm

II. ACTION ITEMS

- a. **Approve June 10, 2020 Marketing Committee Minutes** Commr. Mastantuono
 Commr. Diane Diel’s motion to approve the June 10, 2020 Marketing Committee portion of the meeting minutes, was seconded by Commr. Craig Mastantuono and carried by the following vote:
AYES: Commrs. Diel, Mastantuono
NAYS: None

Both the Marketing and Finance Committee meeting minutes from June 10, 2020 will be entered into record once the Finance Committee approves the finance portion of these minutes at the next scheduled Finance Committee meeting.

- b. **Review and Approve Port Milwaukee Mission and Vision** Commr. Craig Mastantuono
 The BHC amended the Mission and Vision statement as presented to the Marketing Committee meeting. The following represents amended versions of the Mission and Vision:

Port Milwaukee Mission Statement (as amended on 1.29.21):

Port Milwaukee strengthens the overall economic and social environment of the City and region by stimulating international trade, business development, job creation, and public access to the waterfront. The Port is a premiere provider of domestic and international transportation and freight distribution services for its commercial customers.

Port Milwaukee Vision (as amended on 1.29.21):

The Port sustains Milwaukee as a water-centric city, where businesses thrive in a robust, Port-led regional maritime economy, and where everyone can work, live and play through access to water-based commerce, recreation and leisure.

Commr. Diane Diel’s motion to approve the amended Mission and Vision, and forward to the full BHC for final consideration, was seconded by Commr. Craig Mastantuono and carried by the following vote:

AYES: Commrs. Diel, Mastantuono

NAYS: None

III. INFORMATIONAL UPDATES

a. Overview of 2020 Port Annual TonnageJazmine Jurkiewicz

The Port was able to process 2.8 million tons of cargo in 2020, exceeding previous years’ averages with higher than expected averages in cements and grains, which, itself, experienced an 82% increase.

Adam Tindall-Schlicht mentioned three (3) takeaways from 2020’s performance;

- 1) For the first time in 15 years, the Port has two (2) consecutive years of commercial growth;
- 2) Most port authorities nationwide are down in performance by 15-20% in 2020. Port Milwaukee is one of the few that experienced an overall increase in utilization;
- 3) The Port experienced the highest tonnage in Milwaukee Harbor since coal was eliminated as a tonnage product. A functional foundation was laid by the BHC in earlier years giving the Port the opportunity to see the benefits of this change.

Commr. Craig Mastantuono congratulated the Port staff on a job well done.

b. Overview of 2020 Facebook Performance MetricsAdam Tindall-Schlicht

The Port manages three (3) social media accounts: Facebook, LinkedIn and Twitter. The Port currently does not invest any funds for outsourcing. All posted and shared content is distributed organically. Maria Cartier and Adam Tindall-Schlicht are working toward implementing a more robust social media posture for future use, primarily, once the pandemic is more effectively managed.

The Port posts information, on average, one (1) to three (3) times per week. Followers have increased by 17.3%. The Port also saw several posts reach viral status. Viral status on Facebook is defined as a post that has generated a great deal of attention in the form of a high number of likes, shares, and comments.

Commr. Craig Mastantuono suggested that staff who post news stories about the Port should include the Port Facebook page in a tag as to increase audience engagement, and knowledge of the Port.

c. Preview of 2020 Annual Report Maria Cartier

Maria Cartier presented topics that will be covered in the upcoming 2020 Port of Milwaukee Annual Report:

- Letters from the Mayor and Port Director
- January 2020 Flood Event & Infrastructure Planning

- Major New Investments at the Port
- Ongoing Emergence of Milwaukee Harbor
- International Cruise Future in Milwaukee
- Estuary Area of Concern (AOC)/Dredged Material Management Facility (DMMF)
- Infrastructure Investment Continues
- Foreign Trade Zone (FTZ) Summary
- Port Milwaukee 2020 Financial Summary
- Port's Commercial Performance and Vessel Counts
- Port Tenant & Service Providers
- Board of Harbor Commissioners

The Port is targeting a release date of April 8, 2021. The standard sized annual report will be used instead of the oversized format. Commr. Craig Mastantuono invited Maria Cartier to utilize his and Commr. Diane Diel's marketing skills in proofing and providing recommendations to the Annual Report, if needed.

- d. Preview of 2021 Port Milwaukee Cruise Activity**Jazmine Jurkiewicz
 A new Viking vessel is in the final stages of being built. The interior rooms are last to be completed.

The Port is expecting 17 total visits between June and October of 2021 with six (6) total vessels, three (3) of which are new to Milwaukee. The Port is confident that this amenity will designate Milwaukee as a cruising destination of choice in 2021.

The X-ray machine is ordered and is currently being built. The Port is expecting full operation in mid-2021.

There are confirmed cruise itineraries for 2021. Due to the daily changes with regard to COVID-19, The Port is remaining cautiously optimistic in planning for the future. The Port will remain proactive in informing the BHC of any modifications to cruise activity.

- IV. Adjournment**.....Commr. Mastantuono
Commr. Diane Diel's motion to adjourn the Board of Harbor Commissioners Marketing Meeting was seconded by Commr. Craig Mastantuono and carried by the following vote:
AYES: Commrs. Diel, Mastantuono
NAYS: None

The Board of Harbor Commissioners Marketing Meeting was adjourned at 3:25pm.