



Black River Advisory Committee
Lorain County Conservation District - Facilitating Organization
blackriveraoc@gmail.com
440.326.5800

BRAC QUARTERLY MEETING | Tuesday, May 14th, 2024 @ 2:00 PM

Location: Lorain County Public Health Building, 9880 Murray Ridge Rd., Elyria, OH 440355

or join via Zoom:

<https://us06web.zoom.us/j/3316376366?omn=85744449931> | Meeting ID: 331 637 6366

Agenda

Note: text in blue are hyperlinks for more information

❖ **Call to order: Time: _____ by _____**

- **Welcome & introductions**

❖ **Fiscal report:**

- Next grant cycle (2024-2026) has begun April 1. Nothing to report so far.

❖ **Old business**

- Minutes from February | Approved by _____ Seconded by: _____

❖ **New business**

- Presentation by Hannah Boesinger, Ohio Lake Erie Commission
- Merch has arrived - Please take supplies & shirts!
- AOC/Community Field Day?
 - Black River clean-up event for Lorain County Beautiful, Saturday, May 18?
 - Partner with Solid Waste District? Lorain County Metro Parks?
- Meeting with Chronicle Telegram 5/1/24. All advertising strategies (including billboards) have been very successful. (See attached 2 pages at end)
 - Ideas for additional promotion/advertising?
- [Water Management Association of Ohio \(WMAO\) 53rd Annual Conference: "Navigating Troubled Waters: Past, Present, Future"](#)
 - November 19th & 20th, 2024 @ Crowne Plaza Columbus North, Worthington
 - Abstracts for a 20 minute presentation are due June 17th

❖ **Black River Watershed Project Updates**

- County updates:
- City/Township updates:



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Agenda, cont'd

❖ **Ohio AOC Program Updates & Announcements**

- BUI 10 - Beach closings
 - No comments received from committee
 - Document available for 3 week public comment period in late May
 - *Letter of support needed from committee*
- EPA requesting End of Year reports for 2022 & 2023
 - [Management Action Plans? Accomplishments to highlight?](#)
 - What activities does this committee want included?

❖ **Announcements & Other business**

- Future of Black River Watershed group
 - 501c3? Who can/will lead?

❖ **Adjournment until July 18th, 10:00 AM at the [Reclamation Site in Lorain](#)**

Here are a couple of the billboards seen in the wild!



Display

Target Geography



Place	Impressions	CTR
Lorain, Ohio	7,461	0.40%
Elyria, Ohio	7,188	0.38%
Avon Lake, Ohio	5,406	0.43%
North Ridgeville, Ohio	5,450	0.37%
Medina, Ohio	7,554	0.21%
Avon, Ohio	3,376	0.44%
Oberlin, Ohio	1,533	0.72%
Wellington, Ohio	1,052	0.67%
Vermilion, Ohio	4,374	0.14%
Grafton, Ohio	2,337	0.21%

Top Creative



Impressions: **22,693**

CTR: **0.37%**



Impressions: **22,801**

CTR: **0.34%**

Top Placements

Domain	CTR
dailymail.co.uk	1.39%
Wordscapes	0.16%
Jigsaw Puzzles Puzzle Game	0.41%
foxnews.com	0.72%
Jigsaw Puzzle Collection HD	0.25%
macrumors.com	75.00%
thespun.com	0.21%
nypost.com	0.25%
Words With Friends 2	1.27%
cnn.com	0.26%

Impressions	Engagements	Ad Interactions	Visits	View Throughs	Clicks	Offline Visits
50,543	1,345 2.66%	1,169 2.31%	176 0.35%	0 0.00%	176 0.35%	0

LoCoBroh.com Website Analytics

March 1, 2023 - February 29, 2024

Total Page Views
7,238

Total Unique Users
1,864

Return within 30-days
22%

Day of the Week
31% - Wednesday
21% - Friday
15% - Monday
12% - Tuesday
9% - Thursday
7% - Saturday
5% - Sunday

Source of Referral Traffic
39% - Facebook
33% - Google
11% - LorainCounty.com
3% - Bing
14% - Other

Type of Device
62% - Mobile
35% - Desktop
3% - Tablet

Views and Users by Page (sorted by views)

Page path (LoCoBroh.com...)	Views	Users
/peak	1708	650
/lorain	632	58
/peak1	179	82
/willowcreek	170	46
/peakpartners	155	38
/peakletter	142	35
/fortuneditchrestoration	131	35
/peak2	126	51
/lorain19	118	27
/lorain1	114	20
/peak3	111	66
/lorain18	107	27
/peak4	103	62
/lorain15	98	24
/lorain16	92	20
/peak9	92	40
/peak5	91	58
/lorain3	82	16
/peak8	80	36
/lorain5	79	20
/peak10	78	36
/peak7	76	35
/peakbirds	74	50
/peak6	67	32
/lorain2	66	15
/lorain17	62	24
/peak14	62	32
/lorain4	60	15
/peak11	56	31
/peak13	55	31
/peakinvasivespecies	55	48
/peakplants	36	26
/peakanimals	35	23
/arra	22	12
/peak18	16	7
/peakbugs	14	8
/peak16	12	6
/peak17	10	3
/peak19	6	3
/lorain99	4	2
/peak15	3	3
/peak20	3	2
/register	3	2