

# **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?
  - o 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
  - o 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
  - o Management Action Plans? Accomplishments to highlight?
  - o What activities does this committee want included?

#### Announcements & Other business

- Future of Black River Watershed group
  - o 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!





0	<b>176</b> 0.35%	<b>0</b> .00%	<b>176</b> 0.35%	<b>1,169</b> 2.31%	<b>1,345</b> 2.66%	50,543
Offline Visits	Clicks Offlin	View Throughs	Visits	Ad Interactions	Engagements	Impressions
0.26%	cnn.com			0.21%	2,337	Grafton, Ohio
1.27%	Words With Friends 2	7,801	Impressions: 22,80	0.14%	4,374	Vermilion, Ohio
0.25%	nypost.com		BLACK RIVER	0.72%	1,533	Oberlin, Ohio Wellington, Ohio
0.21%			WWW.LoCoBROH.com	0.44%	3,376	Avon, Ohio
0.21%	thespun.com			0.37% 0.21%	5,450 7,554	North Ridgeville, Ohio Medina, Ohio
75 00%	macrumors.com			0.43%	5,406	Avon Lake, Ohio
0.25%	Jigsaw Puzzle Collection HD		1000	0.38%	7,188	Elyria, Ohio
0.72%	toxnews.com		2.5. (B) and 10.1	0.40%	7,461	Lorain, Ohio
0.41%	Jigsaw Puzzies Puzzie Game	2,693	Impressions: 22,69	CTD	Improceiono	Place
0.16%	Wordscapes	TRANSPORT		velops Falts		
1.39%	dailymail.co.uk			No la construction de la constru		
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S	Top Placements	ative	Top Creative		Target Geography	Targe
	NorthCoast now				÷	Display

ack River AOC | Clean The river-Keyword Display

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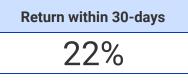
June 01, 2023 - October 31, 2023

# LoCoBroh.com Website Analytics

March 1, 2023 - February 29, 2024

Total Page Views	
7,238	





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