

I. WELCOME

A. Roll Call

In attendance: Cash, Espino, Evans, Grisolia, Holmes, Lyles, Patena, Qunell, Roberts, Schuffert, Spencer, Velligan, White

Absent: Bonds, Brashier, Bushemi, Klideris, Maloney, Segarra

A total of 13 board members in attendance.

SSCVA Staff in attendance: Stephanie Smith, Heather Becerra, Nicole Wolverton, Nikki Lopez, Jeff Sanderson, Kristin Talyor, Jimmy Nelson

B. Pledge of Allegiance

II. REPORTS

A. CEO/Executive Director

- Since the last BOD meeting Phil has met with various officials and leaders, including Mayor Carroll and Lieutenant Governor Suzanne Crouch, to discuss tourism and economic development in Northwest Indiana.
- We are working with regional partners, including the Realtors Association and Indiana Dunes Tourism, to collaborate on overlapping initiatives and improve website and tourism efforts for Northern Indiana.
- Met with Mayor Melton and his chief of staff, discussing the future of Gary and potential partnerships.
- Presented the SSCVA's early budget to the Lake County Council, with positive feedback and a request for earlier presentation.
- On September 17 & 18, four staff members (Heather, Nikki L., Jenn R., & Phil) attended the Indiana Tourism Association (ITA) Marketing Summit in Terre Haute and we listened to many great presentations. One of the presentations was on AI. We will be planning how we will utilize AI in the future. This meeting is being recorded using AI technology.
 - o Hamilton County attended the ITA Summit as well and was on a panel and admitted they were hoping to pass us up and be ranked 2nd in the state. We are at \$1.2B in economic impact and they are at \$980M. We will be aiming to increase our lead over them.
- Encouraged BOD to attend our ROSE/RISE event on September 25th at Hard Rock.
- One Board member asked if we would be working with the Mascot Hall of Fame to get their items in other locations since they closed in this month, but since they closed, and the items are owned by different sport teams they lost the licensing for items.

B. CFO- Financial Report

Innkeepers Detail, Fund and Appropriation Reports

- Innkeepers tax for the month of August, which is June, increased \$350,000 and is a 20% increase from this time last year.
- During the Macedonian event last weekend, we had about a 90% occupancy rate, and an \$8 increase in ADR. We will see that revenue flow to us in September.
- We have roughly 30% appropriated for promotions fund.

1. Approval of Claims #2616-2618,29283-31178 in the amount of \$1,311,241.07.

Motion made by Schuffert, seconded by Velligan to approve claims #2616- 2618,29283-31178 in the amount of \$1,311,241.07.

All in favor, motion passed 13-0.

C. Staff Reports

Nikki Lopez, COO

- We will be wrapping up our Calumet Voice/National Stories exhibit on Oct. 6.
- Sept. 19 is the Jason Wesaw event, a discussion on indigenous people hosted by the Field Museum and will be held at the Welcome Center.
- The Women of Steel event is confirmed for October 1, with a focus on steel and participation from Cleveland Cliffs and the Field Museum.
- The 2024 South Shore legend has been selected, and the induction ceremony will take place on October 3, including the unveiling of the legend wall and the announcement of the scholarship winner.
- Heather is checking on the Gary air show data with Datafy, with a detailed report expected soon after the data is compiled.

D. Committee Reports and Updates

III. OLD BUSINESS

A. None to present.

IV. NEW BUSINESS

A. Approval of August 15, 2024 Board Meeting Minutes

Motion made by Velligan, seconded by Patena to approve August minutes. All in favor, motion passed 13-0.

B. Resolutions

1. None to present.

C. Other

1. None to present.

V. MISCELLANEOUS MATTERS

A. Public Comment

1. Two (2) minutes maximum per person or five (5) minutes for a group spokesperson. Please keep your comments civil and constructive to policy issues. The Chair, at his/her sole discretion, may recognize individuals wishing to speak on different topics at an

- None

B. Next Regular Meeting – October 17, 2024- SSCVA Board Room

- Note: the next meeting will begin at 11am instead of 12pm.

VI. ADJOURNMENT

Motion made by Schuffert, seconded by Espino to adjourn meeting.