

**Lake County Convention and Visitors Bureau  
D/B/A South Shore Convention and Visitors Authority  
Minutes of October 20, 2022**

Board of Directors of the Lake County Convention and Visitors Bureau  
Met in a **REGULAR MEETING**  
Indiana Welcome Center  
7770 Corinne Drive, Hammond, IN 46323  
Thursday, October 20, 2022 at 12:00 PM (CST)

PURSUANT TO AND IN ACCORDANCE WITH THE BYLAWS AND  
STANDING RULES

**MEETING MINUTES**

**I. REPORTS**

**A. Roll Call**

Vice Chairman Brent Brashier called the October 20, 2022 regular meeting of the Lake County Convention and Visitors Bureau to order at 12:00 P.M. (CST). Secretary Chareice White called the roll.

The roll call was as follows:

**Board Members Present:** Taryl Bonds (arrived 12:09 P.M.), Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Bernie Grisolia, Peter Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Pat Reardon, Pete Schroder, Matt Schuffert, Terry Velligan, and Chareice White.

**Board Members Absent:** Sal Espino, Fred Koegel, Doug Spencer and Andy Qunell.

**Staff Present:** President & CEO David Uran, Chief Financial Officer Cathy Svetanoff, Chief Marketing Officer Heather Becerra, and Chief Sports and Leisure Officer Megan Goodan.

**Also Present:** Attorney Scott McClure and Parliamentarian Andrew Kyres.

**B. Pledge Of Allegiance**

The Pledge of Allegiance was recited.

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**C. Report of the Executive Committee**

None to Present.

**D. Report of the Standing Committee**

None to Present.

**E. President/CEO Report - Attached**

Renaissance Chicago Downtown Hotel – Increase Permission to Spend by \$15,000 to \$70,000 (Previously approved at \$55,000 on July 21, 2022)

President/CEO David Uran indicated to board members that food and beverage costs have significantly increased over prior years for the Indiana Society of Chicago reception. As a result, President/CEO David Uran asked the board to consider increasing the spending amount for this event, which receives funding from local sponsors.

Vice Chairman Brent Brashier asked for a motion to approve the spending maximum to \$70,000 for the 2022 Indiana Society of Chicago reception. Motion was made by Member Tom Dabertin, and seconded by Member Matt Schuffert.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Bernie Grisolia, Peter Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Pat Reardon, Pete Schroder, Matt Schuffert, Terry Velligan, and Chareice White

Member Taryl Bonds was absent at the time of this vote.

**Nayes:** None

**Abstain:** None

Motion carried 14-0-0

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**II. OLD BUSINESS**

None to Present.

**III. NEW BUSINESS**

**A. Addition of New Items to Agenda**

None.

**B. Approval of Minutes of Previous Meetings**

**1. Regular Meeting Minutes From September 15, 2022**

Vice Chairman Brent Brashier asked for a motion to approve the minutes from the regular board meeting held on September 15, 2022. Motion was made by Member Terry Velligan, and seconded by Member Nikki Lopez.

**Ayes:** Taryl Bonds, Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Bernie Grisolia, Peter Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Pat Reardon, Pete Schroder, Matt Schuffert, Terry Velligan, and Chareice White

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

**C. Finance Report**

**1. Approval of Claims: APV #26742-#26843 in the Amount of \$1,204,331.82**

CFO Cathy Svetanoff gave a brief explanation of the voucher amounts for the month.

Vice Chairman Brent Brashier asked for a motion to approve claims #26742-#26843 in the amount of \$1,204,331.82. Member John Bushemi, which was seconded by Member Terry Velligan.

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Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds, Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Bernie Grisolia, Peter Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Pat Reardon, Pete Schroder, Matt Schuffert, Terry Velligan, and Chareice White

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

**D. Resolutions**

**1. Resolution No. 2022-10-16: Lake County, Indiana South Shore Convention And Visitors Authority Appropriation Resolution (2022 Bond)**

Heather James of Ice Miller LLP and Charlie Joyce of FSG joined the meeting via Zoom to provide an update to the board about the upcoming revenue bond. President/CEO David Uran explained that the SSCVA would benefit from a \$2.5 million bond for capital projects and to promote tourism. The bond proceeds would be available to the SSCVA by mid-November.

Vice Chairman Brent Brashier asked for a motion to approve Resolution No. 2022-10-16. Member Matt Schuffert made the motion, and it was seconded by Member Tom Dabertin.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds, Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Bernie Grisolia, Peter Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Pat Reardon, Pete Schroder, Matt Schuffert, Terry Velligan, and Chareice White

**Nayes:** None

**Abstain:** None

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Motion carried 15-0-0

The board paused for lunch from 12:32 P.M. until 12:43 P.M., at which time the following resolution was the first point of business following the break.

**2. Resolution No. 2022-10-17: A Resolution To Adopt Association Membership Dues And Subscriptions That May Be Paid From Bureau Funds For The Budget Year 2023**

Vice Chairman Brent Brashier asked for a motion to approve Resolution No. 2022-10-17. Member Nikki Lopez made the motion and was seconded by Treasurer Matt Maloney.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds, Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Bernie Grisolia, Peter Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Pat Reardon, Pete Schroder, Matt Schuffert, Terry Velligan, and Chareice White

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

**II. Other New Business**

**1. Anthem MEWA - Insurance Renewal - Retroactive Approval To October 1, 2022 through September 30, 2023**

President/CEO David Uran explained to the board the insurance renewal for the dates outlined above. This renewal reflects an average increase of 14.6%. Unfortunately, our renewal process reflected an increase based on employee claims within the plan. President/CEO Uran is exploring making a clinic available to employees through Franciscan Health, which will serve as one way to reduce costs and work toward more favorable rate plans in the future.

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Vice Chairman Brent Brashier asked for a motion to approve the Anthem MEWA retroactively to October 1, 2022 through September 30, 2023. Member Tom Dabertin made the motion and was seconded by Member Terry Velligan.

There was no further discussion.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds, Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Bernie Grisolia, Peter Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Pat Reardon, Pete Schroder, Matt Schuffert, Terry Velligan, and Chareice White

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

**2. Walker Concrete - \$34,650 Previously Approved - \$20,484  
Additional - Total \$55,134.00**

President/CEO David Uran indicated that the cost of this project increased due to an additional change order which included the addition of new charging stations.

There was no further discussion.

Vice Chairman Brent Brashier asked for a motion to approved the additional amount on this project. Matt Schuffert made the motion to approve this additional costs, and Christine Cash seconded the motion.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds, Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Bernie Grisolia, Peter Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Pat Reardon, Pete Schroder, Matt Schuffert, Terry Velligan, and Chareice White

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**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

**V. MISCELLANEOUS MATTERS**

- A. Public Comment - None
- B. Next Regular Meeting - Thursday, November 17, 2022 - 12:00 Noon - Indiana Welcome Center
- C. Upcoming Events - None

**VI. FINANCIALS**

Board report attachment.

**VII. MISCELLANEOUS**

None to Present.

**VII. ADJOURNMENT**

Hearing of no other business to come before the board, Vice Chairman Brent Brashier asked for a motion to adjourn the meeting. Motioned by Member Matt Schuffert and seconded by Member Nikki Lopez. The meeting adjourned at 12:55 p.m. (CST).

**Approved:**

\_\_\_\_\_  
Andy Qunell, Chairman

\_\_\_\_\_  
Date

**Attest:**

\_\_\_\_\_  
Chareice White, Secretary

\_\_\_\_\_  
Date

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President/CEO notes:

1. Good of the Order: a. Jerry Tachik (Facilities Manager) – 8-year work anniversary
- b. Indiana Society of Chicago planning is underway – sponsorships and invites have been sent out for December 3, 2022.
- c. 2023 Budget is underway – November’s BOD Meeting will present for consideration
- d. December 7<sup>th</sup> – SSCVA Partnership Christmas Party at the Welcome Center

2. Facilities Update: a. Front Entry new bollards have been installed
- b. Parking Lot Repaving is complete and striped
- c. NIPSCO free charging station underground infrastructure has been installed
- d. Indiana Welcome sign was hit by a semi-truck – police report was taken and insurance company has been notified – approximately \$20k worth of damage sustained.

3. NITDC Report a. Partnership is going strong – working on relationships with elected officials and regional stakeholders.
- b. NWI Legislative Reception is scheduled for November 10<sup>th</sup> from 4 to 6 pm – Hard Rock Casino

4. SSCVA Community Outreach: a. Making our rounds to new partnerships – social media post with photos
- b. Marketing Department has hired Katie Mantooth as our new Social Media / Marketing Assistant

5. Sports & Leisure Board Report Update:

Sports:

- a. The SSCVA and the Hammond Sportsplex hosted the NCAA Division II Midwest Region Crossover Volleyball Tournament, October 13-15. 650 student-athletes participated in this collegiate event with over 3,000 spectators at the Hammond Sportsplex Friday & Saturday. We have secured this event again for 2023.
- b. October 14-16 100+ youth softball teams throughout the Midwest traveled to Northwest Indiana for the USSSA Spooky 7 tournament held in Crown Point, Cedar Lake, Portage and Highland. In addition to games, the SSCVA helped coordinate a Halloween party and “trunk-or-treat” that took place at the Crown Point Sportsplex.
- c. SSCVA will attend the 2022 National Softball Association/Baseball Players Association National Convention in November – this is their 40<sup>th</sup> Anniversary Event as well.



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Partnership

- a. 181 current SSCVA partners totaling \$142,842.50.
- b. Partnership Summit will take place on Wednesday, November 16 at Hard Rock Casino.
- c. Created a new partnership program with Chambers of Commerce.
- d. Creating new partnership packages & benefits for 2023; targeting new prospects and sending out partnership summit invitations.

Housing/Servicing

- a. Creating the 2023 sporting events list to send to hotels
- b. Sending out leads to hotels to block rooms for new 2023 sporting event business
- c. Candace & Barb will attend 3-4 conferences/conventions in 2023 to help generate solid sales leads for group tour/meeting business to the South Shore.

6. Office of Marketing:

TR Report

- a. Occupancy and ADR were both up in August.
- b. August 2022 Occupancy - 74% August 2021 Occupancy - 69.8%
- c. August 2022 ADR - \$108.92 August 2021 ADR - \$103.22

"A Christmas Story" Comes Home

- a. Setting up online Santa scheduling.
- b. Working on ad buys and social media plan.
- c. A Christmas Story" Comes Home is the feature photo on the cover of Travel IN Magazine's holiday issue. This is a \$10,000 value. a. CTR on search ads was 6.66%
- b. 17,578 impressions and 1,171 clicks from the search campaign, 297 users spent more than 45 seconds on the site and 198 users visited more than 2 pages
- c. CTR on social media ads was 2.92% with 174 reactions and 21 shares
- d. In the last 3 weeks, the Plan Your Visit - Trip Ideas - Fall Getaways page on our website has the most pageviews of any other page with 4,221 with MPI campaign driving 98% of those page visits.
- a. Since we hosted the group of travel writers in August as part of the Visit Indiana Summer Campaign
- b. SSCVA has received 8 articles/mentions with a total circulation/viewership of 3,155,533 and an advertising equivalency of \$104,651.

Website

We are adding a Trails Collection Widget to our website. We will be able to showcase our walking, hiking and biking trails in a mobile-friendly manner with information such as distance, duration, difficulty level and more.

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MPI Fall Getaway Campaign Highlights - September Report  
Northern Indiana Travel Writer Tour Publicity Update

7. SSCVA Upcoming Speaking Engagements:

a. October 26<sup>th</sup> – Home Builders Association at the Porter County Expo Center 9 AM

This concludes my Executive Report!