

**Lake County Convention and Visitors Bureau  
D/B/A South Shore Convention and Visitors Authority  
Minutes of November 16th, 2021**

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  
Tuesday November 16, 2021 at 12:00 PM (CST)

PURSUANT TO AND IN ACCORDANCE WITH THE BYLAWS AND  
STANDING RULES

**MEETING MINUTES**

**I. REPORTS**

**A. Roll Call**

Chairman Andy Qunell called the November 16, 2021, meeting of the Lake County Convention and Visitors Bureau to order at 12:06 P.M. (CST). Board Secretary Chareice White called the roll.

The roll call was as follows:

**Board Members Present:** Brent Brashier, Christine Cash, Bernie Grisolia, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Larry Tucker (via phone), Chareice White, and Andy Qunell.

Taryl Bonds arrived at 12:18 P.M. after the roll call but before any voting took place.

**Board Members Absent:** Tom Dabertin, Sal Espino, Pete Klideris, Fred Koegel, Darnail Lyles, Patrick Reardon, Pete Schroeder, and Terry Velligan.

**Staff Present:** Interim President/CEO & CFO Cathy Svetanoff, Chief Marketing Officer Heather Becerra, Chief Administrative Officer Rik Brankle-Piszczek, Manager of Digital Marketing Jennifer Rush, Manager of Partnership Barb Mack, and Manager of Accounting Megan Grezovski, and Housing and Digital Content Manager Candace Nowak.

**Also Present:** Attorney Scott McClure, Representatives from Northern Indiana Tourism Development Company

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**B. Pledge Of Allegiance**

The Pledge of Allegiance was recited.

**C. Report of the Executive Committee**

None to Present.

**D. Report of the Standing Committee**

**1. Compensation Committee/Search Committee**

Member Matthew Schuffert indicated the committee solicited six firms to perform the executive search for the President/CEO position, three of which responded. The committee met last week and decided on one proposal that they felt stood out among the rest. The committee did ask Member Schuffert to negotiate the fees, which was done. The compensation committee will present the firm and the interview process at the December board meeting.

Chairman Qunell extends his thanks to all the members of the Compensation Committee.

Member Schuffert indicated the firm they have selected a firm out of Ohio that they are very excited about.

Member Schuffert continued to update the board regarding Family Support Benefits that are currently offered to full-time exempt employees that include: 1) parental leave providing two weeks of paid parental leave, 2) dependent care that provides up to \$1,500 annually through FSA account for professional dependent care, and 3) reimbursements of up to \$12,500 annually for fertility or adoption assistance. The committee was asked to look at these benefits and is recommending elimination of dependent care and fertility/adoption assistance due to underutilization. The parental leave policy will remain intact and be included in the employee handbook.

Member Schuffert motioned to eliminate the dependent care and adoption/fertility assistance as well as close the bank account that was opened in relation to these benefits. The motion also included the inclusion of the parental leave policy in the employee handbook.

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Treasurer Brashier seconded the motion. Chairman Qunell asked for a roll call vote.

Motion carried by a roll call vote of 11-0-0.

**Ayes:** Taryl Bonds, Brent Brashier, Christine Cash, Bernie Grisolia, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Tom Dabertin, Sal Espino, Pete Klideris, Fred Koegel, Darnail Lyles, Patrick Reardon, Pete Schroeder, and Terry Velligan.

**E. Attorney Report**

Scott McClure, Attorney indicated he had a resolution prepared relieving the SSCVA from ownership of the Optimist Lake parcel. It will be signed by board members for both the SSCVA and the Little Calumet River Development Basin.

Mr. McClure also updated regarding the Dillinger Collection. He informed the board of directors that Mr. Scalf has the first right of refusal to purchase the collection for the same price and under the same circumstances that this board purchased that collection. The agreement also has a process for having the collection appraised as well. Mr. McClure recommends that the board move to allow Mr. McClure to determine if Mr. Scalf has the means or desire to exercise his first right of refusal.

Vice-Chairman Brent Brashier made a motion to allow Mr. McClure to determine if Mr. Scalf has the means or desire to exercise his first right of refusal in the purchase of the Dillinger Collection. Member Nikki Lopez seconded the motion. Chairman Qunell asks for a roll call vote.

Motion carried by a roll call vote 11-0-0.

**Ayes:** Taryl Bonds, Brent Brashier, Christine Cash, Bernie Grisolia, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

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**Nays:** None

**Absent:** Tom Dabertin, Sal Espino, Pete Klideris, Fred Koegel, Darnail Lyles, Patrick Reardon, Pete Schroeder, and Terry Velligan.

**F. Staff Reports**

Interim President/CEO & CFO Cathy Svetanoff updated the board on end-of-year priorities and that the A Christmas Story Comes Home Exhibit is open.

Chief Marketing Officer Heather Becerra provided an update around marketing efforts and the sporting events scheduled for fall 2021 and those events that would be upcoming. Heather also informed the board about the multiple events that the SSCVA is gaining because of the relationship with the America's Crossroads Bowl conferences.

Jennifer Rush, Manager of Digital Marketing, walked the board through the new website and the changes that are occurring with the re-design that is launching on November 30<sup>th</sup>.

**II. OLD BUSINESS**

**A. Move To Indiana Campaign**

Cathy Svetanoff, Interim President/CEO & CFO provided an update to the presentation given by The Times in the October board meeting. The SSCVA has and The Times have finalized a solution for the campaign. The Times will take over all aspects of the Move to Indiana campaign, and the SSCVA will continue as a sponsor of the campaign without any administrative or financial responsibility (accepting sponsor payments) for managing the campaign.

Ms. Svetanoff asks the board to approve the write-off of six invoices affiliated with the Move to Indiana Campaign in which services were never rendered for these invoice amounts, as follows:

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All invoices dated 2/28/2020

Town of Munster \$4,725 Invoice #4999

Munster Civic Fdn. \$5,275 Invoice #4998

Schilling Brothers \$10,000 Invoice #5002

Schilling Construction \$10,000 Invoice #5003

The Times \$10,000 Invoice #5004

Town of St. John \$5,000 Invoice #5005

Treasurer Matt Maloney made a motion to approve the write-off of the six mentioned invoices. Member Christine Cash seconded the motion.

Chairman Qunell asked for a roll call vote.

Motion carried by a roll call vote 11-0-0.

**Ayes:** Taryl Bonds, Brent Brashier, Christine Cash, Bernie Grisolia, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Tom Dabertin, Sal Espino, Pete Klideris, Fred Koegel, Darnail Lyles, Patrick Reardon, Pete Schroeder, and Terry Velligan.

### **III. NEW BUSINESS**

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

1. No new items were presented.

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

**1. Executive Meeting Minutes from October 21, 2021**

Chairman Andy Qunell requested a motion to approve the executive meeting minutes from October 21, 2021. Member Taryl Bonds motioned to approve the executive meeting minutes, and Member Nikki Lopez seconded the motion.

Motion carried by voice vote 11-0-0.

**2. Regular Meeting Minutes from October 21, 2021**

Chairman Andy Qunell requested a motion to approve the regular meeting minutes from October 21, 2021. Member Matthew Schuffert motioned to approve the regular meeting minutes, and Member Douglas Spencer seconded the motion.

Motion carried by voice vote 11-0-0.

**C. Finance Report**

Chairman Qunell sought approval for vouchers #25698 through #25777 in the amount of \$1,325,059.25 for November 16, 2021.

Hearing no further questions, Treasurer Matt Maloney moved to approve for payment vouchers #25698 through #25777 in the amount of \$1,325,059.25. Member Christine Cash seconded the motion.

Motion carried by a roll call vote of 11-0-0.

**Ayes:** Taryl Bonds, Brent Brashier, Christine Cash, Bernie Grisolia, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Tom Dabertin, Sal Espino, Pete Klideris, Fred Koegel, Darnail Lyles, Patrick Reardon, Pete Schroeder, and Terry Velligan.

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**D. Resolutions**

None to Present.

**Other New Business**

**E. Slate of Officers**

Vice-Chairman Brent Brashier informs the board that the Administrative Committee is nominating the same slate of officers as current.

Andy Qunell, Chairman  
Matt Maloney, Treasurer  
Chareice White, Secretary  
Brent Brashier, Vice-Chairman

Chairman Qunell asks the floor three times for any other nominations. The nominating slate was closed after no additional nominations were received.

**F. Board Member Professional Code of Conduct**

Cathy Svetanoff, Interim President/CEO & CFO indicated that each board member has the Professional Code of Conduct document at his/her place setting. The board members are instructed to complete the form and return to Rik Brankle-Piszczek or Ms. Svetanoff.

**G. Reliable Fire & Security Contract- Replacement of Fire Pump- \$16,744.29**

Cathy Svetanoff, Interim President/CEO informed the board that without this repair, the building will not pass the annual fire and sprinkler inspection. The inspection was contingent upon the repair being completed.

Chairman Qunell asks for a motion to approve the Reliable Fire & Security contract in the sum of \$16,744.29. Motion made by Member Matthew Schuffert and seconded by Member Bernie Grisolia.

Motion carried by a roll call vote of 11-0-0.

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**Ayes:** Taryl Bonds, Brent Brashier, Christine Cash, Bernie Grisolia, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Tom Dabertin, Sal Espino, Pete Klideris, Fred Koegel, Darnail Lyles, Patrick Reardon, Pete Schroeder, and Terry Velligan.

**H. AudioEye Website Accessibility Contract- 120 Simple Support Hours, Valued at \$12,000**

Motion was made by Member Christine Cash to approve the AudioEye contract. The motion was seconded by Member Nikki Lopez.

Motion carried by roll call vote of 11-0-0.

**Ayes:** Taryl Bonds, Brent Brashier, Christine Cash, Bernie Grisolia, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Tom Dabertin, Sal Espino, Pete Klideris, Fred Koegel, Darnail Lyles, Patrick Reardon, Pete Schroeder, and Terry Velligan.

**IV. PRESENTATIONS**

A. Northern Indiana Tourism Development Commission, Dan Barres, Executive Director gave a presentation in hopes of getting South Shore Convention & Visitors Authority to rejoin NITDC.

Questions regarding SSCVA's previous involvement in NITDC were raised by Members Christine Cash and Matthew Schuffert.



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**V. MISCELLANEOUS MATTERS**

**A. Next Regular meeting - Thursday December 16, 2021 - 12:00 Noon - Location TBD**

Member Matthew Schuffert indicates that he would like the board to consider the renewal of Attorney Scott McClure's contract at the December meeting.

**B. Upcoming Events**

1. Indiana Society of Chicago - Loews Hotel - Saturday, December 4, 2021
2. America's Crossroads Bowl - Hobart High School - Saturday, December 4, 2021
3. Wall of Legends Ceremony - Indiana Welcome Center - Wednesday, December 8, 2021 4pm - 5:30pm

**C. Public Comment**

Board members received public comments as part of the regular board meeting.

**IX. ADJOURNMENT**

Hearing of no other business to come before the board, Chairman Qunell asked for a motion to adjourn the meeting. Motioned by Member Matthew Schuffert and seconded by Treasurer Matt Maloney. The meeting adjourned at 1:18 p.m. (CST).

**Approved:**

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

\_\_\_\_\_  
Date

**Attest:**

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

\_\_\_\_\_  
Date

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