

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 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, November 17, 2022 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 17, 2022 regular meeting of the Lake County Convention and Visitors Bureau to order at 12:09 P.M. (CST). Chief Financial Officer Cathy Svetanoff called the roll.

The roll call was as follows:

Board Members Present: Vice Chairman Brent Brashier, John Bushemi, Christine Cash, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Terry Velligan, and Chairman Andy Qunell.

Board Members Absent: Taryl Bonds, Tom Dabertin, Peter Klideris, Darnail Lyles, Pete Schroeder and Secretary Chareice White.

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.

Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 2022

C. Report of the Executive Committee

None to Present.

D. Report of the Standing Committee

Administration Committee: Vice Chairman Brent Brashier asked for nominations from the floor for the 2023 slate of officers. No nominations were made. Vice Chairman Brashier then indicated that he had spoken with the current officers and they were willing to remain in their respective officer positions for 2023. As such, Vice Chairman Brashier nominated for the following officers for 2023:

Chairman – Andy Qunell

Vice Chairman – Brent Brashier

Treasurer – Matt Maloney

Secretary – Chareice White

Chairman Andy Qunell asked for a motion to accept the 2023 slate of officers as listed above. Member Nikki Lopez made the motion and Terry Velligan seconded the motion.

Chief Financial Officer Cathy Svetanoff called a role call vote.

Ayes: Vice Chairman Brent Brashier, John Bushemi, Christine Cash, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Terry Velligan, and Chairman Andy Qunell

Nayes: None

Abstain: None

Motion carried 13-0-0.

E. President/CEO Report – Attached

II. OLD BUSINESS

Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 2022

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 October 20, 2022

Chairman Andy Qunell asked for a motion to approve the minutes from the regular board meeting held on October 20, 2022. Motion was made by Member Matt Schuffert, and seconded by Member Bernie Grisolia.

Motion carried by voice vote 13-0-0.

C. Finance Report

1. Approval of Claims: APV #26844-#26964 in the Amount of \$1,000,531.32

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

Chairman Andy Qunell asked for a motion to approve claims #26844-#26964 in the amount of \$1,000.531.32. Member Pat Reardon motioned, which was seconded by Member Matt Schuffert.

CFO Cathy Svetanoff called a roll call vote.

Ayes: Vice Chairman Brent Brashier, John Bushemi, Christine Cash, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Terry Velligan, and Chairman Andy Qunell

Nays: None

Abstain: None

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 2022**

Motion carried 13-0-0.

D. Resolutions

1. Resolution No. 2022-11-18: A Resolution Creating And Authorizing The Use Of A Rainy Day Fund For Lake County Convention And Visitors Authority

The bond reserve funds (\$170,000 held at Peoples Bank) from the 2012 Revenue Bond will be used to create Fund 106 Rainy Day Fund. The funds will be withdrawn from Peoples Bank and deposited into BMO Harris Bank 0 with the new fund creation.

Chairman Andy Qunell asked for a motion to approve Resolution No. 2022-11-18. Member John Bushemi made the motion, and it was seconded by Member Sal Espino.

Chief Financial Officer Cathy Svetanoff called a roll call vote.

Ayes: Vice Chairman Brent Brashier, John Bushemi, Christine Cash, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Terry Velligan, and Chairman Andy Qunell

Nays: None

Abstain: None

Motion carried 13-0-0.

E. Other New Business

1. Fifth Third Bank - Money Market Account Activity to Yield 2.5% APY Retroactive Approval from November 1, 2022

Addition of \$100,000 to Existing Money Market Account and New Checking Account Funded with \$50.00 Deposit

Chairman Andy Qunell asked for a motion to approve the addition of \$100,000 to the Fifth Third Money Market account and to open a new Fifth Third Checking account with a \$50.00

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 2022**

deposit. Member Nikki Lopez made the motion, and it was seconded by Member Pat Reardon.

Chief Financial Officer Cathy Svetanoff called a roll call vote.

Ayes: Vice Chairman Brent Brashier, John Bushemi, Christine Cash, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Terry Velligan, and Chairman Andy Qunell

Nays: None

Abstain: None

Motion carried 13-0-0.

2. Horizon Bank - 2022 Revenue Bond - New Accounts

Amount: \$2,250,000.00
Account Name: Proceeds Fund
Account Number: x3594

Amount: \$250,000.00
Account Name: Debt Service Reserve Fund
Account Number: x3581

The above listed accounts were created in connection with the 2022 Revenue Bond.

Chairman Andy Qunell asked for a motion to retroactively approve to November 10, 2022 the creation of both bank accounts. Treasurer Matt Maloney make the motion to approve the creation of both bank accounts, and Sal Espino seconded the motion.

Chief Financial Officer Cathy Svetanoff called a roll call vote.

Ayes: Vice Chairman Brent Brashier, John Bushemi, Christine Cash, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez,

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 2022**

Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Terry Velligan, and Chairman Andy Qunell

Nays: None

Abstain: None

Motion carried 13-0-0.

V. MISCELLANEOUS MATTERS

- A. Public Comment - None
- B. Next Regular Meeting - Thursday, December 15, 2022 - 12:00 Noon - Indiana Welcome Center

VI. FINANCIALS

Board report attachment.

VII. MISCELLANEOUS

None to Present.

VII. ADJOURNMENT

Hearing of no other business to come before the board, Chairman Andy Qunell asked for a motion to adjourn the meeting. Motioned by Vice Chairman Brent Brashier and seconded by Member Bernie Grisolia. The meeting adjourned at 12:40 p.m. (CST).

Approved:

Andy Qunell, Chairman

Date

Attest:

Chareice White, Secretary

Date

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 2022**

November 17, 2022

President/CEO notes:

1. Good of the Order: a. The SSCVA Bond is complete: Special Thanks to Cathy Svetanoff CFO, Chairman Andy Qunell & the Executive Board, SSCVA Attorney Scott McClure, Financial Solution Group, and Ice Miller.
b. Jenn Rush (Director of Digital Marketing & Communication) 18-year work anniversary on November 29th.
c. Increased parttime staffing for seasonal season and hired a full-time maintenance that was vacant.
d. Sports and Leisure Lapel Pins are in – passed out to Board Members.

2. Facilities Update: a. A Christmas Story display is now complete and open to the public for the holiday season.
b. SSCVA Welcome Center would like to submit an application for a full civic liquor license – open the opportunity for more use of the exhibit hall – additional rental use / revenue.

i. I have a great working relationship with the ATC and we qualify for the civic license.

3. NITDC Report a. NWI Legislative Reception was a big hit on November 10th Hard Rock Casino – we had over 80+ guest in attendance.

4. SSCVA Community Outreach: a. Indiana Society of Chicago December 3rd – Renaissance Hotel (36 sponsorships)
b. Christmas Party is scheduled for December 7th @ Welcome Center from 5:30 to 9 PM

5. Sports & Leisure Board Report Update:

Sports

- a. The 2022 NCAA Division II America's Crossroads Bowl Football game will be held on Saturday, December 3 at Hobart High School, Brickyard Stadium 1:05 Kickoff
i. *Tiffin University* in Ohio will represent the Great Lakes Valley Conference & *Truman State University* in Missouri will represent the Great Midwest Athletic Conference.

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 2022**

ii. The game will be livestreamed on the ISC Sports Network and showcase the South Shore as a premier destination for visitors and sporting events.

b. A new *Sports Promo* video created by Jeff that will help as a marketing tool to promote the South Shore as a premiere destination for youth, amateur, collegiate and professional events.

c. Meeting with Valparaiso Mayor Matt Murphy and Valpo Parks & Recreation to discuss the development of the new Community Sports Complex to establish a partnership to help market the new complex to event owners to help generate sports tourism revenue for the Region.

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 2022**

Partnership

- a. Partnership Summit was yesterday at the Hard Rock Casino and it was a huge success!
- b. Rolled out the new partnership packages & benefits for 2023 – lots of momentum!
- c. Over 100+ partners attended the Summit held at the Hard Rock Casino -special thanks to Hard Rock for again for being a great regional partner.

Housing/Serviceing

- a. Completed the 2023 Sporting Events list and was shared at the Partnership Summit
- b. 2,251 room nights were generated in our current service in 2022.
 - i. Compared to 3,949 generated in 2021 – **57% decline in use of housing system**
 - ii. Working on improving our housing system to better streamline our partnerships with event owners to utilize our housing options.
 - iii. Working with our current vendor MeetingMax and researching other housing reservation system companies to ensure we are providing the best possible service to our sporting event owners and participants.

6. Office of Marketing:

STR Report

- a. Occupancy was down slightly but ADR was up in September.
 - i. September 2022 Occupancy - 73.7%
 - ii. September 2021 Occupancy - 74.4%

- i iii. September 2022 ADR - \$109.08
- ii iv. September 2021 ADR - \$99.73

b. "A Christmas Story" Comes Home

- i. Online scheduling for photos with Santa is open and we had more than
- ii. 200 timeslots booked in first 10 days.
- iii. First couple of posts announcing the exhibit opening have been really positive:
- iv. Our first post announcing the exhibit opening had a reach of 59,541 views
- v. 1,130 Facebook page visits
- vi. 565 post likes,
- vii. 96 comments
- viii. 234 shares in the first 48 hours of the post!

- c. The Indiana State Festival Association had 114 likes, 4 comments and 26 shares.

Communications/Social-Media

- a. New Partnership Page on Facebook
 - i. keep our partners informed on what is going on in the area,
 - ii. announce new partners

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 2022**

- iii. keep partners engaged with each other's businesses.
- iv. New networking opportunities and value
- b. Graphics
 - i. All 2023 partnership collateral has been created.
 - ii. November rack card has been created, printed and distribution has begun.

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of November 17, 2022**

Marketing Campaign Highlights

- a. Fall Getaway Campaign (with Visit Indiana)
 - i. The state said they should have a report for us next week.
- b. Fall Getaway Campaign (with MPI)
 - i. CTR on search ads was 7.04%
 - ii. From the 35,772 impressions and 2,520 clicks from the search campaign, 567 users spent more than 45 seconds on the site and 395 users visited more than 2 pages
 - iii. CTR on social media ads was 3.50% with 556 of those users spending more than 45 seconds on the site and 426 users visiting more than 2 pages; there were also 314 reactions and 42 shares
 - iv. Display ads on Spotify delivered another 358,407 impressions
- c. The Plan Your Visit - Trip Ideas
 - i. Fall Getaways page on our website had the most pageviews of any other page with 10,480 with MPI campaign driving 90% of those page visits mid-September through end of October.
 - ii. Average time on page was 1:01.

- d. Winter Getaway Campaign (with MPI)
 - iii. Winter Getaway campaign is live and running.

7. SSCVA Upcoming Speaking Engagements:

- a. Attended the NSA National Conference from December 3rd – December 7th

This concludes my Executive Report!