

Lake County Convention and Visitors Bureau  
D/B/A South Shore Convention and Visitors Authority  
Minutes of December 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  
Thursday December 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 December 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:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Board Members Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

**Staff Present:** Interim President/CEO & CFO Cathy Svetanoff, Chief Marketing Officer Heather Becerra, Chief Administrative Officer Rik Brankle-Piszczek, and Manager of Accounting Megan Grezovski.

**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 Matt Schuffert indicated that the compensation committee recommended Winner Partners as the search firm to fill the President/CEO position. A copy of the engagement letter was forwarded to Attorney Scott McClure and Chairman Andy Qunell to review in advance, and the board will vote on this engagement further down in the agenda.

**E. Attorney Report**

Attorney Scott McClure indicated he is working on the Optimist Lake parcel and moving forward with having that completed. He is looking for a resolution to be completed on both sides for a transfer to be finalized.

Mr. McClure also updated regarding the Dillinger Collection. He informed the board of directors that the buyer of the collection is looking for a bona fide offer before he will make his decision. Mr. McClure recommended that the details of the offer should be discussed at the next January meeting.

Member Darnail Lyles asked about getting the John Dillinger Collection appraised. Interim President/CEO & CFO Cathy Svetanoff replied saying that Tom Dabertin is still in the process of seeking an appraiser.

As discussed in the executive session, Mr. McClure recommended a motion be made whether to agree or deny the notice of claim received relative to Speros Batistatos. Treasurer Maloney made the motion to deny the notice of claim discussed within the executive session and member Lopez seconded the motion. Chairman Qunell asks for a roll call vote.

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Motion carried by a roll call vote 12-0-0.

**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

## **F. Staff Reports**

Interim President/CEO & CFO Cathy Svetanoff updated the board of directors about the work that the staff has completed in order to meet the ongoing demands that this year has provided.

Chief Marketing Officer Heather Becerra provided an update about the recent events the SSCVA hosted including the partnership summit and the Crossroads Bowl. She said that both went better than expected and she also commented on the new recent website launch and the work that Jennifer Rush, Manager of Digital Marketing, put into the website.

Mrs. Becerra went on to explain how the numbers according to Datafy look in reference to the last year of visits and the comparison to past years.

## **II. OLD BUSINESS**

### **A. Warner Brothers Christmas Story Contact Renewal**

Chairman Qunell explained that thanks to Mr. McClure a contract was renewed. A motion was made by Member Matthew Schuffert and seconded by Member Christine Cash to approve the renewed Warner Brothers contract. Chairman Qunell requested a roll call vote.

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Motion carried by a roll call vote 12-0-0.

**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

### **III. NEW BUSINESS**

#### **A. Addition of Election Officers**

Motion made by Member Nikki Lopez and seconded by Member Matthew Schuffert.

Motion carried by voice vote 12-0-0

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

##### **1. Regular Meeting Minutes from November 16, 2021**

Chairman Andy Qunell requested a motion to approve the regular meeting minutes from November 16, 2021. Member Taryl Bonds motioned to approve the regular meeting minutes, and Member Sal Espino seconded the motion.

Motion carried by voice vote 12-0-0.

#### **C. Finance Report**

Chairman Qunell sought approval for vouchers #25778 through #25916 in the amount of \$1,105,926.05 for December 16, 2021.

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Hearing no further questions, Member Darnail Lyles moved to approve for payment vouchers #25778 through #25916 in the amount of \$1,105,926.05. Member Sal Espino seconded the motion.

Motion carried by a roll call vote of 12-0-0.

**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

Chairman Qunell also sought approval for a second approval of claims for voucher #25917 in the amount of \$17,499.99.

Hearing no further questions, Member Darnail Lyles moved to approve the amended claims for voucher #25917 in the amount of \$17,499.99. Member Matthew Schuffert seconded the motion.

Motion carried by a roll call vote of 12-0-0.

**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

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**D. Resolutions**

**1. Resolution No. 2021-12-13: A Resolution To Approve The Salaries And Certain Benefits For Employees And The Lake County Convention And Visitors Bureau As Fixed By The Board of Directors For The Year 2022**

Interim President/CEO & CFO Cathy Svetanoff explained the changes made in the resolution for the salaries and benefits of both hourly and full time staff. Chairman Qunell asked for a motion to approve Resolution No. 2021-12-13. Hearing no further questions, Member Taryl Bonds made a motion to approve Resolution No. 2021-12-13, and the motion was seconded by Member Darnail Lyles.

Motion carried by roll call vote of 12-0-0

**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

**2. Resolution 2021-12-14: A Resolution Appropriating Monies For The Purpose Of Defraying Expenses For The Lake County Convention And Visitors Bureau Beginning January 1 And Ending On December 31, 2022**

Interim President/CEO Cathy Svetanoff explained that the budget was built on a revenue estimate of \$4,443,547. Ms. Svetanoff also explained some of the expected expenses that will come about in the coming year. Chairman Qunell asked for a motion to approve Resolution No. 2021-12-14. Hearing no further questions, Member Matthew Schuffert made the motion to approve Resolution 2021-12-14 and seconded by Treasurer Matt Maloney.

Motion carried by a roll call vote of 12-0-0

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**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

**E. Other New Business**

**1. Legal Services Agreement**

Chairman Qunell explains that this motion would renew the contract for Scott McClure of Rhame, Elwood and McClure, PC from 1-1-2022 to 12-31-2023.

Motion made by Member Larry Tucker and seconded by Member Sal Espino.

Motion carried by roll call vote of 12-0-0.

**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

**2. Professional Services Agreement with Winner Partners**

Chairman Qunell explained that the compensation committee put in time to review proposals and select the firm that costs a sum of \$52,500 plus candidate travel costs.

A motion was made by Member Christine Cash and seconded by Member Taryl Bonds.

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Motion carried by roll call vote of 12-0-0.

**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

**3. Customer Relationship Management Agreement - Simpleview**

Chairman Qunell explained that the agreement would extend until 2024 and cost \$42,750 for three years (2022, 2023 and 2024). Simpleview is for the website management. A motion was made by Member Nikki Lopez and seconded by Member Fred Koegel.

Motion carried by roll call vote 12-0-0

**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

**4. Total Hospitality Industry Solutions - THIS**

Dionne Hulsey spoke about the three major projects she worked on while at the South Shore Convention and Visitors Authority in 2021. Mrs. Hulsey explained that she worked on the ROSE/RISE awards in September and then she worked on the Indiana Society Reception for Northwest Indiana and the South Shore Legends event.



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Chairman Qunell asked for a motion to leave the contract with THIS open for future projects where help is needed. Motion was made by Treasurer Matt Maloney and seconded by Member Taryl Bonds.

Motion carried by a roll call vote 11-0-1.

**Ayes:** Taryl Bonds, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** Christine Cash

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

**5. Write offs**

Interim President/CEO & CFO Cathy Svetanoff spoke about the several write offs (see below). Motion made by Member Matthew Schuffert and seconded by Member Darnail Lyles.

Invoice Write-offs:

#4735 Hunters Brewing 5/13/2019 \$200.00

Tradeout Write-offs:

Edge Adventures \$200.00 - 2019 Partnership (closed)

Free Enterprise \$1000.00 - 2013 and 2015 Partnership

Sage \$1081.17 - 2018 and 2020 Partnership (closed)

Tommy Gun's \$200.00 - 2016 Partnership (closed)

Motion carried by roll call vote 12-0-0

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**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

**6. Nominations**

Chairman Qunell announced that the slate of candidates for the coming year have been approved. The slate of officers is the same as current:

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

A motion is made by Member Nikki Lopez and seconded by Member Matthew Schuffert for the current slate of candidates.

Motion carried by voice vote 12-0-0.

**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

**7. Transfers**

A motion is made to allow the Interim President/CEO & CFO Cathy Svetanoff to balance the 2021 appropriation account before the year end via transfers. Motion is made by Member Matthew Shuffert and seconded by Member Darnail Lyles.

Motion carried by roll call vote 12-0-0.

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**Ayes:** Taryl Bonds, Christine Cash, Sal Espino, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Larry Tucker, Chareice White, and Andy Qunell.

**Nays:** None

**Absent:** Brent Brashier, Tom Dabertin, Bernie Grisolia, Pete Klideris, Pete Schroeder, Douglas Spencer, and Terry Velligan.

**IV. PRESENTATIONS**

No Presentations were made.

**V. MISCELLANEOUS MATTERS**

**A. Public Comment**

Members of the public offered public comments.

**IX. ADJOURNMENT**

Hearing of no other business to come before the board, Chairman Qunell asked for a motion to adjourn the meeting. Motioned by Treasurer Matt Maloney and seconded by Member Matthew Schuffert. The meeting adjourned at 1:05 p.m. (CST).

**Approved:**

_____ Andy Qunell, Chairman	_____ Date
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**Attest:**

_____ Chareice White, Secretary	_____ Date
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