

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of January 20, 2023**

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
Friday, January 20, 2023 at 11:30 A.M. (CST)

PURSUANT TO AND IN ACCORDANCE WITH THE BYLAWS AND
STANDING RULES

MEETING MINUTES

I. REPORTS

A. Roll Call

Chairman Andy Qunell called the January 20, 2023 regular meeting of the Lake County Convention and Visitors Bureau to order at 11:32 A.M. (CST). Secretary Chareice White called the roll.

The roll call was as follows:

Board Members Present: Taryl Bonds, Vice Chairman Brent Brashier, John Bushemi, Bernie Grisolia, Peter Klideris, Fred Koegel, Nikki Lopez, Treasurer Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Secretary Chareice White and Chairman Andy Qunell.

Board Members Absent: Christine Cash, Tom Dabertin, Sal Espino, Darnail Lyles, and Terry Velligan.

Staff Present: President & CEO David Uran, Chief Operations Officer Greg Falkowski, Chief Marketing Officer Heather Becerra, Chief Sports and Leisure Officer Megan Goodan, and Accounting Manager Megan Grezovski.

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

Staff Board reports were also attached for board members to view in individual iPads during the meeting.

Director of Visitors Services Jimmy Nelson spoke about the interactive maze exhibition that the SSCVA would like to bring to the Exhibit Hall from August 1 to October 1, 2023. After learning about the project and discussion, Chairman Andy Qunell asked for a motion to approve the American Adventure Traveling Exhibition Lease Agreement - Not to exceed \$40,000. Member Taryl Bonds made the motion, and Member Nikki Lopez seconded.

Secretary Chareice White called the role for a roll-call vote.

Ayes: Taryl Bonds, Vice Chairman Brent Brashier, John Bushemi, Bernie Grisolia, Peter Klideris, Fred Koegel, Nikki Lopez, Treasurer Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Secretary Chareice White, and Chairman Andy Qunell.

Nays: None

Abstain: None

Motion carried 13-0-0.

II. OLD BUSINESS

None to Present.

III. NEW BUSINESS

A. Addition of New Items to Agenda

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1. Letter of Support - Senator Eddie Melton - Convention Center

Chairman Andy Qunell asked for a motion to add the above listed item to the agenda. With the letter of support, he would also ask Senator Eddie Melton to continue to work with the SSCVA Board officers to ensure this effort is also in alliance with our goals and mission. Motion was made by Member Taryl Bonds, and seconded by Vice Chairman Brent Brashier. There was no further discussion.

Motion approved by voice vote 13-0-0.

B. Approval of Minutes of Previous Meetings

1. Executive Session Meeting Minutes From December 15, 2022

Chairman Andy Qunell asked for a motion to approve the minutes from the executive session meeting minutes held on December 15, 2022. Motion was made by Treasurer Matt Maloney, and seconded by Member Pat Reardon.

Motion carried by voice vote 13-0-0.

2. Regular Meeting Minutes from December 15, 2022

Chairman Andy Qunell asked for a motion to approve the minutes from the regular board meeting held on December 15, 2022. Motion was made by Member Bernie Grisolia, and seconded by Member Fred Koegel.

Motion carried by voice vote 13-0-0.

C. Finance Report

1. Approval of Claims: APV #27092-#27134 in the Amount of \$361,526.21 (December 16-31, 2022)

President/CEO David Uran gave a brief explanation of the voucher amounts for the month.

Chairman Andy Qunell asked for a motion to approve claims #27092-#27134 in the amount of \$361,526.21. Member Matt

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Schuffert made the motion, which was seconded by Vice Chairman Brent Brashier.

Secretary Chareice White called the role for a roll-call vote.

Ayes: Taryl Bonds, Vice Chairman Brent Brashier, John Bushemi, Bernie Grisolia, Peter Klideris, Fred Koegel, Nikki Lopez, Treasurer Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Secretary Chareice White, and Chairman Andy Qunell.

Nayes: None

Abstain: None

Motion carried 13-0-0.

2. Approval of Claims: APV #27118-27199 in the Amount of \$659,413.66 (January 1-20, 2023)

Chairman Andy Qunell asked for a motion to approve claims #27118-#27199 in the amount of \$659,413.66. Member Matt Schuffert, which was seconded by Member Taryl Bonds.

Secretary Chareice White called the role for a roll-call vote.

Ayes: Taryl Bonds, Vice Chairman Brent Brashier, John Bushemi, Bernie Grisolia, Peter Klideris, Fred Koegel, Nikki Lopez, Treasurer Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Secretary Chareice White, and Chairman Andy Qunell.

Nayes: None

Abstain: None

Motion carried 13-0-0.

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D. Resolutions

1. Resolution No. 2023-01-01: A Resolution Authorizing Transfers Within The 2022 Budget

Chairman Andy Qunell asked for a motion to approve Resolution No. 2023-01-01. Treasurer Matt Maloney made the motion, and it was seconded by Member Bernie Grisolia.

Secretary Chareice White called the role for a roll-call vote.

Ayes: Taryl Bonds, Vice Chairman Brent Brashier, John Bushemi, Bernie Grisolia, Peter Klideris, Fred Koegel, Nikki Lopez, Treasurer Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Secretary Chareice White, and Chairman Andy Qunell.

Nayes: None

Abstain: None

Motion carried 13-0-0.

2. Resolution No. 2023-01-02: A Resolution Authorizing The Treasurer Of The Lake County Convention And Visitors Bureau To Deposit, Invest, And Reinvest Funds In Financial Institutions Designated As Depositories

Chairman Andy Qunell asked for a motion to approve Resolution No. 2023-01-02. Motion was made by Member Nikki Lopez, and seconded by Member Pat Reardon.

Motion carried by voice vote 13-0-0.

3. Resolution No. 2023-01-04: A Resolution For Board Member Indemnity and Legal Representation

Chairman Andy Qunell asked for a motion to approve Resolution No. 2023-01-04 as a follow-up from the December 15, 2022 regular board meeting. Member John Bushemi suggested to Attorney Scott McClure that the following sentence be

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amended in the resolution in the “Therefore, be it resolved” paragraph:

CURRENT: If an SSCVA board member is personally named and individually sued as part of litigation or an administrative action against the SSCVA, the SSCVA shall provide and pay the legal expenses for the board member’s attorney.

AMENDMENT: If an SSCVA board member is personally named and individually sued as part of litigation or an administrative action against the SSCVA, the SSCVA shall provide and pay the legal expenses as approved by the board for the board member’s attorney.

Motion to approve the resolution with the amendment as noted was made by Member John Bushemi, and seconded by Bernie Grisolia. The resolution will be updated by Attorney Scott McClure for official signature.

Secretary Chareice White called the role for a roll-call vote.

Ayes: Taryl Bonds, John Bushemi, Bernie Grisolia, Peter Klideris, Fred Koegel, Nikki Lopez, Pat Reardon, Doug Spencer, and Secretary Chareice White.

Nayes: None

Abstain: Vice Chairman Brent Brashier, Treasurer Matt Maloney, Matt Schuffert and Chairman Andrew Qunell

Motion carried 9-0-4.

4. Resolution No. 2023-01-03: A Resolution Authorizing A Fund Transfer From The Promotion Fund To The Litigation Fund Within The 2022 Budget

Andy Qunell asked for a motion to approve Resolution No. 2023-01-03. Motion was made by Member Nikki Lopez, and seconded by Member Taryl Bonds.

Secretary Chareice White called the role for a roll-call vote.

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Ayes: Taryl Bonds, Vice Chairman Brent Brashier, John Bushemi, Bernie Grisolia, Peter Klideris, Fred Koegel, Nikki Lopez, Pat Reardon, Matt Schuffert, Doug Spencer, Secretary Chareice White, and Chairman Andy Qunell.

Nays: None

Abstain: Treasurer Matt Maloney

Motion carried 12-0-1.

E. Other New Business

1. 2022 Forwarded Purchase Orders at Year End

The value of forwarded purchase orders on December 31, 2022 is \$98,693.36. This report is shared with the Board of Directors as a requirement by the Indiana State Board of Accounts.

Chairman Andy Qunell asked for a motion to approve the Forwarded Purchase Orders at Year End. Member Matt Schuffert made the motion, and it was seconded by Member Doug Spencer.

Secretary Chareice White called the role for a roll-call vote.

Ayes: Taryl Bonds, Vice Chairman Brent Brashier, John Bushemi, Bernie Grisolia, Peter Klideris, Fred Koegel, Nikki Lopez, Treasurer Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Secretary Chareice White, and Chairman Andy Qunell.

Nays: None

Abstain: None

Motion carried 13-0-0.

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2. Capital Project Approval – Retroactive to December 2022 - Indiana Welcome Center Sign Repair

CNA Insurance Reimbursement: \$21,164.64

Economy Signs Estimate: \$23,450.00

Security Door Inc. (guard rail): \$2,844.04

Total Repair: \$26,294.04

Net Cost to SSCVA: \$5,129.40

Prices are also currently being sought to upgrade the digital component of the sign. Additionally, the blue paint on the existing sign is not a direct match, and may result in a slight cost increase with the vendor.

Chairman Andy Qunell asked for a motion to approve the capital expenditure as listed above. Member Taryl Bonds made the motion, and it was seconded by Member Fred Koegel.

Secretary Chareice White called the role for a roll-call vote.

Ayes: Taryl Bonds, Vice Chairman Brent Brashier, John Bushemi, Bernie Grisolia, Peter Klideris, Fred Koegel, Nikki Lopez, Treasurer Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Secretary Chareice White, and Chairman Andy Qunell.

Nayes: None

Abstain: None

Motion carried 13-0-0.

3. Creation of By-Laws Review/Update Board Sub-Committee

Chairman Andy Qunell asked Member John Bushemi chair this committee. Chairman Qunell asked for a motion to appoint the following board members to serve on the committee: Vice

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Chairman Brent Brashier, Member Nikki Lopez, Member Pat Reardon, and Member Terry Velligan. Motion made by Treasurer Matt Maloney, and seconded by Matt Schuffert.

Motion carried by voice vote 13-0-0.

4. Business Consultant Agreement - Market Place Group - Lobbying Services for 2023 Legislative Session - Up to \$70,000

The SSCVA is in need of hiring a new lobbyist after parting ways with Taft in 2022. The Board officers have been discussing the engagement of a new lobbyist. There is a \$70,000 allowance in the budget for a full-time lobbyist to help manage the Tourism Improvement Districts and the convention center.

The board would like to look at other lobbyists, but also needs to engage a lobbyist fairly quickly given the start of the legislative session. The lobbyist will also be asked to provide a weekly summary of legislative matters that will be shared with the full board.

Chairman Andy Qunell asked for a motion to allow the officers, President/CEO David Uran and Matt Schuffert to engage a lobbyist not to exceed \$70,000 for 2023. This motion would also authorize Chairman Andy Qunell to sign the contract for the lobbyist as well. This would allow for a lobbyist to be engaged immediately following the board meeting. Motion was made by Member Doug Spencer, and seconded by Member Nikki Lopez.

Secretary Chareice White called the role for a roll-call vote.

Ayes: Taryl Bonds, Vice Chairman Brent Brashier, John Bushemi, Bernie Grisolia, Peter Klideris, Fred Koegel, Nikki Lopez, Treasurer Matt Maloney, Pat Reardon, Matt Schuffert, Doug Spencer, Secretary Chareice White, and Chairman Andy Qunell.

Nayes: None

Abstain: None

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Motion carried 13-0-0.

5. . Letter of Support - Senator Eddie Melton - Convention Center

Chairman Andy Qunell would like to send a letter of support to Senator Eddie Melton and the committee stating that we are in support of the Lake County convention center. We will continue to support Senator Melton in this effort as long as he continues to work with our team at the SSCVA to achieve the highest and best use for a convention center in Lake County. President/CEO David Uran will draft the letter. Motion was made by Treasurer Matt Maloney, and seconded by Vice Chairman Brashier.

Motion approved by voice vote 13-0-0.

IV. PRESENTATIONS

1. None to Present

V. MISCELLANEOUS MATTERS

- A. Public Comment - None
- B. Next Regular Meeting - Thursday, February 16, 2023 - 12:00 Noon - Indiana Welcome Center

VI. FINANCIALS

Board report attachment.

VII. MISCELLANEOUS

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 Treasurer Matt Maloney, and seconded by Member Matt Schuffert. The meeting adjourned at 12:22 P.M. (CST).

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Approved:

Andy Qunell, Chairman

Date

Attest:

Chareice White, Secretary

Date

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December 15, 2022

President/CEO notes:

1. Good of the Order:

- a. D&L Wood Products produced the Charcuterie Boards for our Board of Directors
- b. On December 14 - we conducted our first lunch and learn for our staff.
- c. Staff Xmas Party - December 19 / 11-3 pm

2. Facilities Update:

- a. SSCVA Welcome Center has submitted its application for a full civic liquor license with the ATC.
- b. Damage to the Welcome Center Sign has been processed and payment is forthcoming.
- c. During the repairs - we will be refreshing other aspects of that sign.

3. NITDC Report

- a. Our regular board for November was canceled.

4. SSCVA Community Outreach:

- a. Indiana Society of Chicago took place on December 3 and was a huge success. The SSCVA is going to work directly with ISOC board members in 2023 on the main event.
- b. Christmas Party was well attended and we received several positive post event comments
- c. Special Thanks to Kristin Taylor on knocking both events out of the park.

5. Indiana Welcome Center / Gift Shop

- a. Indiana Welcome Center Visitors
 - i. November 2022 - 7,733
 - ii. 480+ Students from 7 elementary schools
 - iii. December 2022: 6057 visitors vs. 5256 visitors in 2021
- b. South Shore Gift Shop
 - i. November 2022 - \$23,366
 - ii. December \$28k + (half way through December) up from \$21K in 2021

6. Sports & Leisure Board Report Update: SPORTS

- a. Truman State University from the Great Lakes Valley Conference won the America's Crossroads Bowl Championship 28 to 27.
- b. There was a lot of positive press surrounding the bowl game with The Times & NWI Life.
 - i. This was the last year on the contract to host this NCAA Division II bowl game and we will discuss the future of the America's Crossroads bowl with the GLVC & G-MAC conferences in January.

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- c. Conducted a site visit with the commissioner of the Great Lakes Valley Conference at the Hammond Civic Center to be a potential host site for the 2023 GLVC Volleyball Championships & the 2024 Men's & Women's Basketball Championships.
- i. We will continue conversations and put together a bid package to host these events for multiple years.
- ii. The 2023 sporting events list is complete.
- iii. At the moment, we are committed to hosting 70 sporting events that includes: swimming, basketball, volleyball, softball, baseball, wrestling, soccer, football, bowling, Taekwondo and Leon's Triathlon & Obstacle Course Race.
- iv. These events will generate over 12,525 room nights with an estimated economic impact of \$10,545,500 for Northwest Indiana.
- v. More events will be added throughout the year as we prospect new event opportunities at various conferences and conventions.

PARTNERSHIP

- d. 40 new partners year-to-date for 2022; 181 current partners for a total of \$142,842.50 in total sales 22% increase in new partnerships
- e. Barb has hit the ground running sharing our new partnership packages and benefits for 2023 with existing and prospective partners.

HOUSING / SERVICING

- f. 2,251 room nights were generated in our current service in 2022.
- g. Current # of rooms reserved through Meetingmax for 2023 = 4,014
- h. To date 291 rooms have been booked through Meetingmax for these events.
- i. The National Softball Association room block has been created and will go live this week.

7. Office of Marketing:

Data Reports/Research

- a. **Occupancy** and ADR were both up in October. ADR was up almost 8%!

- i. October 2022 Occupancy - 74.5%
- ii. October 2021 Occupancy - 73.8%
- iii. October 2022 ADR - \$107.48
- iv. October 2021 ADR - \$99.96

b. Datafy Key Insights for past year (October 1, 2021 - September 30, 2022)

- i. Visitor days increased, while total trips and unique visitors decreased. Trip length has also steadily increased. This means trips are getting longer and the South Shore saw a lot more repeat visitors in 2022 than we did the year prior.
- ii. Top Visitor Market DMA is Chicago.
- iii. Top Visitor Market Out-of-State is Illinois followed by Michigan.
- iv. Top Spending Market is Indianapolis followed by Chicago.

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v. Visitation to Attractions and Downtowns saw a big increase from 2021 to 2022 while Beaches saw a big decrease. Visitation to indoor locations and activities is on a big rebound.

vi. Top Demographics In-State: Ages 45-64, under \$50k household income, 1-2 in household; Top Demographics Out-of-State: Ages 45-64, \$100k+ household income, 3-5 in household.

Website

c. Overall stats for October 1, 2021 - September 30, 2022

i. 505,166 users (9% increase from previous year)

ii. 633,838 sessions (9% increase from previous year)

iii. 1,186,660 (13% increase from previous year)

iv. 1.87 pages per session (3% increase from previous year)

v. Average session duration 1 minute, 45 seconds (3% increase from previous year)

vi. Bounce rate 56.47% (6% decrease from previous year)

Communications/Social-Media

d. Instagram Update

i. 72.6 % more accounts reached in November compared to October 2022.

ii. 61.1% more accounts engaged in November compared to October 2022.

iii. 1.4% increase in followers in November compared to October 2022.

Marketing Campaign Highlights

e. Fall Getaway Campaign (with Visit Indiana)

f. More than 3.2 million impressions between social and display.

g. Average time on the South Shore landing page was 1 minute, 27 seconds.

Benchmark is 54 seconds.

h. Winter Getaway Campaign (with MPI)

i. Full campaign has been running for less than a month. Will have a full report at the January meeting.

8. SSCVA Upcoming Speaking Engagements:

a. Nothing scheduled for the remainder of the 2022 calendar year as far as outside visits

b. Field Trips have been added to the book of business which will have nearly 600+ students visiting

our Welcome Center in December.

This concludes my Executive Report!