

**Lake County Convention and Visitors Bureau  
D/B/A South Shore Convention and Visitors Authority  
Minutes of March 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, March 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 March 17, 2022, meeting of the Lake County Convention and Visitors Bureau to order at 12:13 P.M. (CST). Secretary Chareice White called the roll.

The roll call was as follows:

**Board Members Present:** Taryl Bonds (via phone), Brent Brashier (via phone), Tom Dabertin (via phone and then arrived in -person), Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder (via phone), Matt Shuffert, Doug Spencer, Larry Tucker, Terry Velligan, Chareice White, and Andy Qunell.

**Board Members Absent:** Christine Cash, Pete Klideris

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

**Also Present:** Attorney Scott McClure

**B. Pledge Of Allegiance**

The Pledge of Allegiance was recited.

**C. Report of the Executive Committee**

None to Present.

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

**D. Report of the Standing Committee**

Member Matthew Schuffert, Chairman of the Compensation Committee, provided an update on the CEO search.

Dillinger Collection Update- Chairman Andy Qunell asked for a motion to create a Dillinger Collection Committee and added Brent Brashier, Doug Spencer, and Terry Velligan to the this committee. Motion was made by Treasurer Matt Maloney and seconded by Member Bernie Grisolia.

Motion carried by voice vote. 17-0-0.

**E. Staff Reports**

Interim President/CEO & CFO Cathy Svetanoff updated the board on the Indiana Tourism Association Conference. The board will receive a legislative update during the meeting today from Mark Shublak and there will be a legislative wrap-up meeting in the near future.

Chief Marketing Officer, Heather Becerra, updated the board about the Pierogi Fest being the cover of the 2023 Indiana Festival Guide, which will be the first time a Northwest Indiana festival will be featured as the cover of this publication. Heather also noted that the IDDC will be offering a 1:1 match on a new tourism marketing campaign in June, and that the SSCVA would like to take advantage of this opportunity.

**II. PRESENTATIONS**

**A. AMENDED: Legislative Update- Mark Shublak, Taft Stettinius & Hollister LLP**

**III. OLD BUSINESS**

**A. Northern Indiana Tourism Development Commission - \$41,000 Membership**

Interim President/CEO, Cathy Svetanoff provided the board with a recommendation about NITDC membership. She noted that the IDDC grant as outlined above would make better use of the SSCVA's marketing dollars with the 1:1 match.

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

Member Matt Schuffert commented and agreed with Ms. Svetanoff's recommendation.

No additional comments were made and the board agreed to take Ms. Svetanoff's recommendation to forego NITDC membership.

**IV. NEW BUSINESS**

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

Chairman Andy Qunell requested a motion to add the settlement related to the copyright infringement lawsuit to the agenda. Member Nikki Lopez made the motion to add that item to the agenda. Member Terry Velligan seconded the motion. Chairman Qunell requested a roll call vote from Secretary Chareice White.

**Ayes:** Tom Dabertin, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Matt Schuffert, Doug Spencer, Larry Tucker, Terry Velligan, Chareice White, Andy Qunell

**Nays:** None

**Abstain:** None

Members Taryl Bonds and Brent Brashier were not present for the vote.

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

**1. Regular Meeting Minutes from February 17, 2022**

Chairman Qunell asked for a motion to approve the minutes from the regular meeting held on February 17<sup>th</sup>, 2022. Motion was made by Treasurer Matt Maloney and seconded by Member Bernie Grisolia.

Motion carried by voice vote. 17-0-0.

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

**C. Finance Report**

**1. Approval of Claims: APV #26094-#26188 in the Amount of \$611,061.47**

Interim President/CEO, Cathy Svetanoff gave a brief explanation of the voucher amounts for the month.

Chairman Andy Qunell asked for a motion to approve the claims #26094-#26188 in the amount of \$611,061.47. Member Darnail Lyles made the motion and was seconded by Member Matt Schuffert.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, Tom Dabertin, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Matt Schuffert, Doug Spencer, Larry Tucker, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Member Taryl Bonds was not present for the vote.

**D. Resolutions**

**1. Resolution No. 2022-03-05: UPDATED: A Resolution to Adopt Association Membership Dues and Subscriptions That May Be Paid From Bureau Funds For The Budget Year 2022.**

Interim President/CEO Cathy Svetanoff and Chief Marketing Officer Heather Becerra explained that, with the passage of this resolution, it allows the SSCVA to join PlayEasy a web-based sports event market place.

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

Treasurer Matt Maloney made a motion to approve resolution no. 2022-03-05. The motion was seconded by Member Sal Espino. Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, Tom Dabertin, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Matt Schuffert, Doug Spencer, Larry Tucker, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Member Taryl Bonds was not present for the vote.

**E. Other New Business**

**1. SSCVA Board of Directors - Declare End to Public Health  
Emergency - March 6, 2020 to March 3, 2022**

Chairman Andy Qunell requested a motion to Declare an End to the Public Health Emergency. Member Doug Spencer made the motion and Member Terry Velligan seconded the motion. Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, Tom Dabertin, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Matt Schuffert, Doug Spencer, Larry Tucker, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Member Taryl Bonds was not present for the vote.

**2. 2022 Conflict of Interest Forms**

Chairman Andy Qunell informed all board members present that they are required to fill out the conflict of interest forms and turn them into Interim President/CEO Cathy Svetanoff.

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

**3. Legal Settlement of Copyright Infringement Suit- Pretzel Photo**

Attorney Scott McClure informed the board that a settlement was offered in the suit in the amount of \$6,500 and made a recommendation that the board agree to enter into that agreement. Going forward the staff and himself will be working together to ensure the SSCVA doesn't incur this type of situation in the future.

Chairman Andy Qunell requested a motion to approve the settlement agreement. Member Darnail Lyles made the motion. Member Nikki Lopez seconded the motion. Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, Tom Dabertin, Sal Espino, Bernie Grisolia, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Doug Spencer, Larry Tucker, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Member Taryl Bonds and Member Pete Schroeder were not present for the vote.

**V. MISCELLANEOUS MATTERS**

**A. Next Regular Board Meeting - Thursday, April 21, 2022 - 12:00 Noon - SSCVA Board Room (Board/Staff Drone Photo After Meeting)**

**B. Upcoming Events**

1. City of Crown Point St. Patrick's Day Parade - Thursday March 17, 2022 at Dusk.

**VI. FINANCIALS**

Board report attachment.

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

**VII. MISCELLANEOUS**

None to Present.

**VII. ADJOURNMENT**

Hearing of no other business to come before the board, Chairman Qunell asked for a motion to adjourn the meeting. Motioned by Darnail Lyles and seconded by Member Terry Velligan. The meeting adjourned at 12:34 p.m. (CST).

**Approved:**

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

\_\_\_\_\_  
Date

**Attest:**

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

\_\_\_\_\_  
Date