

**Lake County Convention and Visitors Bureau  
D/B/A South Shore Convention and Visitors Authority  
Minutes of April 21, 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, April 21, 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 April 21, 2022 meeting of the Lake County Convention and Visitors Bureau to order at 12:02 P.M. (CST). Secretary Chareice White called the roll.

The roll call was as follows:

**Board Members Present:** Brent Brashier, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideres, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

Taryl Bonds arrived @ 12:24 P.M.

**Board Members Absent:** Terry Velligan and Pete Schroeder

**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.

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**C. Report of the Executive Committee**

None to Present.

**D. Report of the Standing Committee**

Member Matthew Schuffert, Chairman of the Search Committee, reminded all board members about the upcoming finalist interviews and presentations for the President/CEO search.

Dillinger Collection Update - Tom Dabertin, Chairman of the Dillinger Collection Committee, indicated the committee would be meeting the following week and will have an update at the following board meeting.

**E. Staff Reports**

Interim President/CEO & CFO Cathy Svetanoff updated the board on the Annual Innkeeper Tax Report and indicated that distribution of the report would be electronic (via email) this year opposed to certified mail as in years past. She also indicated that Move to Indiana funds are being released to The Times Newspaper according to plan; The Times will administer this initiative going forward and collect the payments for the campaign. There is just under \$20,000 remaining to be released.

Chief Marketing Officer, Heather Becerra, updated the board about the visitor guide progress.

**II. OLD BUSINESS**

**A. Conflict of Interest Forms**

Interim President/CEO, Cathy Svetanoff reminded the board members that we need these forms completed every year and that the staff is working on getting caught up on both 2021 and 2022 forms.

**IV. NEW BUSINESS**

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

None.

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

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

Chairman Qunell asked for a motion to approve the minutes from the regular meeting held on March 17<sup>th</sup>, 2022. Motion was made by Member Tom Dabertin and seconded by Treasurer Brent Brashier.

Motion carried by voice vote. 16-0-0.

**C. Finance Report**

**1. Approval of Claims: APV #26189-#26281 in the Amount of \$619,555.84**

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 claims #26189-#26281 in the amount of \$619,555.84. Member Tom Dabertin made the motion and was seconded by Member Matt Schuffert.

Secretary Chareice White called a roll call vote.

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

**Nayes:** None

**Abstain:** None

Motion carried 16-0-0

**D. Resolutions**

**1. Resolution No. 2022-04-06: UPDATED: A Resolution to Approve Salaries And Certain Benefits For Employees Of The Lake County Convention And Visitors Bureau As Fixed By The Board Of Directors For The Year 2022**

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Interim President/CEO Cathy Svetanoff explained that the updates to the resolution were to create the positions of Director of Digital Marketing & Communications and a Manager of Communications, and the replacement of one full-time position with two supporting part-time marketing positions.

Member Matt Schuffert clarified with Ms. Svetanoff that the Director of Digital Marketing & Communications will oversee the new Manager of Communications and the two part-time marketing positions.

Member Darnail Lyles made a motion to approve resolution No. 2022-04-06. The motion was seconded by Vice Chairman Brent Brashier. Secretary Chareice White called a roll call vote.

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

**Nays:** None

**Abstain:** None

**E. Other New Business**

**1. Capital Projects - Indiana Welcome Center - Roof, Parking Lot, and Terrazzo**

Interim President/CEO, Cathy Svetanoff updated on the board on potential capital improvements needed at the Indiana Welcome Center. She also indicated that in 2023 a new bond would need to be issued that could pay for these capital improvements.

With respect to the roof, Vic Ritter of Shive Hattery indicated the current roof has approximately 2-3 years of useful life remaining and needs minor repairs at the current time. Member Darnail Lyles recommended that the organization hold off on a full roof replacement and proceed with repairs.

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In regards to the parking lot, two quotes have been obtained at this point at approximately \$190,000 to complete the project. A third quote is in process. The board collectively recommended to proceed with obtaining the third bid for the project and have that completed as soon as possible. They also directed the staff to investigate the installation of electric vehicle chargers in conjunction with the parking lot project.

The final project being the tear out of the terrazzo at the front entrance and replacing that with concrete. The quotes have come in approximately around \$30,000-\$40,000. Member Tom Dabertin recommended referring this project to Member Bernie Grisolia to review based on his expertise in the concrete industry.

**2. Walkable USA - \$25,000 - Seeking Sponsorship From SSCVA**

Interim President/CEO, Cathy Svetanoff informed the board of the request for the SSCVA to financially support the Walkable USA Documentary Project in the amount of \$25,000. Ms. Svetanoff indicated that the documentary is being produced by Patricia Wisniewski, who also produced the “Everglades of the North” documentary that currently plays in the theater at the Indiana Welcome Center as well as on PBS television. The entire cost for the project is \$150,000 and Ms. Wisniewski had raised \$50,000 to date. Member Christine Cash asked that the ability to use footage from the project in the SSCVA’s marketing efforts be added to the agreement.

Member Christine Cash motioned to support the Walkable USA project in the amount of \$25,000. The motion was seconded by Member Larry Tucker.

During discussion, Member Matt Schuffert expressed his concern that \$25,000 was too high of an amount to contribute to the project. After discussion Member Christine Cash amended her motion to support the Walkable USA project in the amount of \$15,000. Member Larry Tucker seconded the amended motion.

Secretary Chareice White called a roll call vote.

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**Ayes:** Taryl Bonds, Brent Brashier, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideres, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 17-0-0

**3. Visitor Guide - Kingery Printing - Board Authorization Only  
If Costs Exceeds \$25,000 Due to Paper Cost Increases And  
Overruns**

Interim President/CEO, Cathy Svetanoff, informed the board that the contract with Kingery Printing was under \$25,000 at the time of execution in January 2022, but with the rising cost of paper and production overruns, the final amount of the contract may exceed \$25,000 and requires board approval.

Member Tom Dabertin motioned to approve the Kingery Printing contract if it exceeds \$25,000 at the time of production. Member Matt Schuffert seconded the motion.

No discussion.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds, Brent Brashier, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideres, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 17-0-0

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**4. Indiana Destination Development Corporation - \$50,000 - 2022  
Summer Campaign - Tourism Matching Grant**

Interim President/CEO, Cathy Svetanoff, introduced Amy Howell of the IDDC. Ms. Howell indicated that the IDDC is putting together a co-op campaign for Summer 2022 and provided additional information about the marketing promotion. The State of Indiana is offering a 1:1 match. This buy in includes a co-branded advertisements to run in a variety of media forms. The staff recommends a \$50,000 contribution to this effort, resulting in \$100,000 of promotion for Lake County tourism.

Member Matthew Schuffert inquired what the message of the SSCVA would be for the 2022 campaign and encouraged that we not only focus on family friendly assets of the South Shore, but that we also consider the marketing which includes 21 and over assets within the area.

Member Darnail Lyles requested that the board be able to review the finished advertisement prior to its public release.

Member Tom Dabertin made a motion to participate in the IDDC Summer 2022 campaign with the stipulation that the board is able to see the draft copy of the advertisement prior to public release. The motion was seconded by Member Nikki Lopez.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds, Brent Brashier, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideres, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 17-0-0

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**5. Marketing Partnerships Intl. – Likely to Exceed \$25,000 –  
Reallocation of Budgeted Internal Marketing Funds**

Chief Marketing Officer, Heather Becerra, explained that this contract is simply a movement of already budgeted funds spread across multiple vendors. In order to benefit from competitive pricing advantages, the agreement with MPI allows the SSCVA to benefit by being part of a larger pool in media purchases. This amount will now exceed \$25,000 in total, and therefore was presented to the Board of Directors for spending approval.

Member Darnail Lyles suggested that the approval have a “not to exceed” dollar amount if passed.

Vice-Chairman Brent Brashier motioned to approve the contract with Marketing Partnerships International not to exceed \$75,000. Member Sal Espino seconded the motion.

No Discussion.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds, Brent Brashier, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideres, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Matt Schuffert, Doug Spencer, Larry Tucker, Chareice White, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 17-0-0

**V. MISCELLANEOUS MATTERS**

**A. Public Comment – None**

**B. Next Regular Meeting – Thursday May 19, 2022 – 12:00 Noon – Tentative  
Kube Sports Complex**



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**C. Upcoming Events**

1. National Travel & Tourism Week Mixer - Wednesday May 4 - 4:00pm to 6:30pm
2. National Travel & Tourism Week - Drone Photo - Immediately Following Today's Meeting

**VI. FINANCIALS**

Board report attachment.

**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 Member Tom Dabertin and seconded by Vice-Chairman Brent Brashier. The meeting adjourned at 12:48 p.m. (CST).

**Approved:**

_____	_____
Andy Qunell, Chairman	Date

**Attest:**

_____	_____
Chareice White, Secretary	Date