

**Lake County Convention and Visitors Bureau
D/B/A South Shore Convention and Visitors Authority
Minutes of June 16, 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, June 16, 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 June 16, 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, Sal Espino, Pete Klideres, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Terry Velligan, Chareice White, and Andy Qunell.

Board Members Absent: Taryl Bonds, Christine Cash, Tom Dabertin, Bernie Grisolia, Matt Schuffert, and Doug Spencer.

Staff Present: President & CEO David Uran, CFO Cathy Svetanoff, Chief Marketing Officer Heather Becerra, Housing & Digital Content Manager Candace Nowak, Art Director Andrea Rivera, Manager of Sports Development Megan Goodan, Manager of Communications Stephanie Smith, Director of Digital Marketing & Communications Jennifer Rush, and Video Production Manager Jeff Sanderson.

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

1. Dillinger Collection Update

CFO Cathy Svetanoff provided a brief update about the status of her conversation with Mr. Scalf. There would be more information available in July.

E. Staff Reports

Chief Marketing Officer Heather Becerra gave an update of data information obtained from Datafy. Ms. Becerra also gave more details regarding the new photo booth which she hopes will be up and running in the next few weeks.

President & CEO David Uran gave an update of his activities during his first two weeks in his position. He indicated that he had met with most of the staff and discussed plans and methodologies for the future of the organization and looked forward to working and building upon the SSCVA's past successes.

The board requested that the highlight video of the SSCVA be sent to all the municipalities, as well as a discussion about additional marketing can be done with the video.

II. OLD BUSINESS

A. Capital Projects: Terrazzo/Concrete - Walker Construction Company - \$34,650.00

Chief Financial Officer Cathy Svetanoff stated that Walker Construction Company is unable to maintain the shape of Indiana when completing the concrete project at the entrance of the Indiana Welcome Center.

President & CEO David Uran suggested using a thermoplastic process to brand the front entrance after the concrete is laid and cured. He stated that this allows for a great deal of creativity in our

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branding and comes at a fraction of the cost to the terrazzo material that has been used previously. The Board liked this option and suggested that it be pursued.

B. IN>Indiana DDC Campaign Update

Chief Marketing Officer Heather Becerra updated the board that the previous week a press conference was held announcing the "IN>Indiana" brand by the Indiana Destination Development Corporation. The campaign will focus on tourism, as well as quality of life issues.

IV. NEW BUSINESS

A. Addition of New Items to Agenda

None.

B. Approval of Minutes of Previous Meetings

1. Executive Session Meeting Minutes From May 19, 2022

Chairman Qunell asked for a motion to approve the minutes from the executive session held on May 19th, 2022. Motion was made by Vice Chairman Brent Brashier and seconded by Member Darnail Lyles.

Motion carried by voice vote. 12-0-0.

2. Regular Meeting Minutes From May 19, 2022

Chairman Qunell asked for a motion to approve the minutes from the regular meeting held on May 19th, 2022. Motion was made by Member Terry Velligan and seconded by Member Sal Espino.

Motion carried by voice vote. 12-0-0.

C. Finance Report

1. Approval of Claims: APV #26368-#26478 in the Amount of \$942,304.65

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

Chairman Andy Qunell asked for a motion to approve claims #26368-#26478 in the amount of \$942,304.65. Treasurer Matt Maloney made the motion and was seconded by Member Nikki Lopez.

Secretary Chareice White called a roll call vote.

Ayes: Brent Brashier, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Terry Velligan, Chareice White, Andy Qunell

Nayes: None

Abstain: None

Motion carried 12-0-0

D. Resolutions

1. Resolution No. 2022-06-07: A Resolution Authorizing A Transfer Within The Promotion Fund For The 2022 Budget

Chairman Andy Qunell asked for a motion to approve Resolution No. 2022-06-07. Vice Chairman Brent Brashier made the motion and was seconded by Member Terry Velligan.

Secretary Chareice White called a roll call vote.

Ayes: Brent Brashier, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Terry Velligan, Chareice White, Andy Qunell

Nayes: None

Abstain: None

Motion carried 12-0-0

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E. Other New Business

1. Contract Approval – Datafy - \$34,164 Annually

Chairman Andy Qunell asked for a motion to approve the Datafy contract in the amount of \$34,164 annually. Member Nikki Lopez made the motion and was seconded by Member Terry Velligan.

Chairman Qunell asked if there was any discussion.

Treasurer Matt Maloney inquired if this is the same company that we would use for the sports real-time data. President & CEO David Uran explained that the sports real time data information her referenced earlier would be a separate marketplace than the Datafy company.

There was no further discussion.

Secretary Chareice White called a roll call vote.

Ayes: Brent Brashier, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Terry Velligan, Chareice White, Andy Qunell

Nayes: None

Abstain: None

Motion carried 12-0-0

2. Annual Review – Res. 2018-09-10: A Resolution Establishing Materiality Threshold For Reporting Irregular Variances, Losses, Shortages, and Thefts

Cathy Svetanoff, CFO explained that this is a requirement by the State Board of Accounts that the Board of Directors review this resolution every year to acknowledge the materiality threshold levels.

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Chairman Andy Qunell asked for a motion to approve the review of Resolution No. 2018-09-10. Vice Chairman Brent Brashier made a motion and Member Terry Velligan seconded the motion.

Chairman Qunell asked for discussion.

Member Darnail Lyles inquired why the old resolution number from the original passage of this resolution was listed if the Board of Directors are readopting this resolution. He indicated that he would like to see an updated resolution number to show the Indiana State Board of Accounts that these materiality thresholds have been reviewed and readopted each year.

Vice Chairman Brent Brashier withdrew his original motion to approve the resolution with the agreement of Terry Velligan who seconded the original motion.

Vice Chairman Brent Brashier made a new motion to adopt Resolution No. 2018-09-10 with an updated resolution number for 2022. Member Terry Velligan seconded the motion.

There was no further discussion.

Secretary Chareice White called a roll call vote.

Ayes: Brent Brashier, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Terry Velligan, Chareice White, Andy Qunell

Nayes: None

Abstain: None

Motion carried 12-0-0

**3. Capital Expenditure – 2022 Chevy Suburban - \$71,800.25 –
Retroactive to June 2, 2022**

Chairman Andy Qunell reminded the board that this purchase was made known to all members prior to the purchase on June 2nd, 2022 with no concerns voiced at that time. Chairman Qunell asked

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for a motion to retroactively approve the purchase of the 2022 Chevy Suburban for use by the President & CEO per his contract. Member Darnail Lyles made a motion to approve the purchase and Member Patrick Reardon seconded the motion.

Chairman Qunell asked for discussion.

Treasurer Matt Maloney stated for the record that this purchase replaces the vehicle allowance that was part of the previous President & CEO's contract.

There was no further discussion.

Secretary Chareice White called a roll call vote.

Ayes: Brent Brashier, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Terry Velligan, Chareice White, Andy Qunell

Nayes: None

Abstain: None

Motion carried 12-0-0

4. Parking Lot Rehabilitation & Resurfacing - Engineering Services Proposal

President & CEO David Uran stated that the organization would like to contract DVG, Inc. for professional services to manage the scope of work and RFP process for the parking lot renovations to include appropriate electric vehicle charging infrastructure. Mr. Uran also indicated that included in the contract is an hourly rate fee structure that could be utilized in the future if DVG, Inc. is need for future engineering projects.

Chairman Andy Qunell asked for a motion to approve the professional services contact of DVG, Inc. Treasurer Matt Maloney made the motion to approve and Member Patrick Reardon seconded the motion.

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Chairman Qunell asked for discussion.

Member Darnail Lyles inquired regarding the timeline of this project. Chairman Qunell indicated that the goal was to complete the project before the end of the year.

No further discussion.

Secretary Chareice White called a roll call vote.

Ayes: Brent Brashier, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Terry Velligan, Chareice White, Andy Qunell

Nayes: None

Abstain: None

Motion carried 12-0-0

5. UPDATED: Festival of the Lakes - Sponsorship

President & CEO David Uran updated the board that he met with Mayor Tom McDermott and his staff regarding Festival of the Lakes and there are a variety of sponsorship options available to the SSCVA. Mr. Uran indicated that he would like to see the organization at the platinum sponsorship level of \$20,000 but would like to reduce the the cash investment by replacing with trade, such as Datafy information and other in kind contributions.

Various members of the board indicated that they thought this was a great step forward in fostering a renewed relationship with the City of Hammond and other municipalities. Treasurer Matt Maloney inquired of what services were being offered and how that was being quantified to reduce that \$20,000 cash investment. Mr. Uran indicated that the Marketing Team was currently working on quantifying those services.

Chairman Andy Qunell requested a motion for the sponsorship of Festival of the Lakes 2022. Treasurer Matt Maloney motioned to approve the Platinum level sponsorship of Festival of the Lakes up

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to \$20,000 and allow the SSCVA staff negotiate the ratio of cash contribution and in kind contribution to equal the \$20,000 sponsorship level. Member Terry Velligan seconded that motion.

There was no further discussion.

Secretary Chareice White called a roll call vote.

Ayes: Brent Brashier, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Darnail Lyles, Matt Maloney, Patrick Reardon, Pete Schroeder, Terry Velligan, Chareice White, Andy Qunell

Nayes: None

Abstain: None

Motion carried 12-0-0

V. MISCELLANEOUS MATTERS

A. Public Comment - None

B. Next Regular Meeting - Thursday July 21, 2022 - 12:00 Noon - Location TBD

C. Upcoming Events

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 Nikki Lopez and seconded by Vice Chairman Brent Brashier. The meeting adjourned at 1:09 p.m. (CST).

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Approved:

Andy Qunell, Chairman

Date

Attest:

Chareice White, Secretary

Date