

**Lake County Convention and Visitors Bureau  
D/B/A South Shore Convention and Visitors Authority  
Minutes of July 21, 2022**

Board of Directors of the Lake County Convention and Visitors Bureau  
Met in a **REGULAR MEETING**  
Hobart Community Center  
111 East Old Ridge Road, Hobart, IN 46342  
Thursday, July 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 July 21, 2022 meeting of the Lake County Convention and Visitors Bureau to order at 12:00 P.M. (CST). Secretary Chareice White called the roll.

The roll call was as follows:

**Board Members Present:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideres, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, and Andy Qunell.

**Board Members Absent:** Taryl Bonds, Fred Koegel, Pat Reardon, and Pete Schroeder.

**Staff Present:** President & CEO David Uran, Chief Financial Officer Cathy Svetanoff, Chief Marketing Officer Heather Becerra, Manager of Sports Development Megan Goodan, Manager of Accounting Megan Grezovski, Manager of Communications Stephanie Smith, and Director of Digital Marketing & Communications Jennifer Rush.

**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** - No Report
2. **Administration Committee** - Board Reappointments

Brent Brashier - Dyer Town Council

Nikki Lopez - City of Hobart

Bernie Grisolia - Hammond City Council

John Bushemi - Town of Schererville (replacing Larry Tucker)

**E. President/CEO Report - Attached**

Board members Sal Espino and Nikki Lopez agreed to serve on the Rose Awards nomination review panel.

President/CEO offered to develop partner packages for non-traditional partners in 2023. The board has indicated that they would like to see the SSCVA offer such partnerships, and agreed to review again at the August board meeting.

**F. Staff Reports**

Attached for review by board members via Boardable.

**II. OLD BUSINESS**

- A. **SSCVA Materiality Threshold (See Item III. New Business, D2 Resolutions)**

**III. NEW BUSINESS**

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

None.

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

**1. Regular Meeting Minutes From June 16, 2022**

Chairman Qunell asked for a motion to approve the minutes from the regular board meeting held on June 16th, 2022. Motion was made by Member Nikki Lopez and seconded by Member Sal Espino.

Motion carried by voice vote. 15-0-0.

**C. Finance Report**

**1. Approval of Claims: APV #26479-#26584 in the Amount of \$898,514.66**

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

Chairman Andy Qunell asked for a motion to approve claims #26479-#26584 in the amount of \$898,514.66. Vice Chairman Brent Brashier and seconded by Member Terry Velligan.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

**D. Resolutions**

**1. Resolution No. 2022-07-08: 2022 Annual Review And Re-Adoption, Res. 2018-09-10: A Resolution Establishing**

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**Materiality Threshold For Reporting Irregular Variances, Losses,  
Shortage And Thefts**

Chairman Andy Qunell asked for a motion to approve Resolution No. 2022-07-08. Member Tom Dabertin and seconded by Member Matt Schuffert.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

**2. Resolution No. 2022-07-09: 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**

Chairman Andy Qunell asked for a motion to approve Resolution No. 2022-07-09. Member Tom Dabertin made the motion and was seconded by Member Terry Velligan.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

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**3. Rescind Resolution No. 2019-03-07: A Resolution Amending Resolution 2011-10-15: Resolution Election To Join The Public Employees' Retirement Fund**

Chairman Andy Qunell asked for a motion to rescind Resolution No. 2019-03-07. Member Tom Dabertin made the motion and was seconded by Member Matt Schuffert.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nays:** None

**Abstain:** None

Motion carried 15-0-0

**4. Rescind Resolution No. 2018-06-08: A Resolution Amending Resolutions 2018-03-07 And 2011-10-15: A Resolution Electing To Join The Public Employees' Retirement Fund**

Chairman Andy Qunell asked for a motion to rescind Resolution No. 2018-06-08. Member Tom Dabertin made the motion and was seconded by Member Terry Velligan.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nays:** None

**Abstain:** None

Motion carried 15-0-0

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**5. Rescind Resolution 2018-03-05: A Resolution Updating Resolution 2011-10-17: Three Percent (3%) Mandatory Member Contributions Pick Up Resolution Of The Board Of Directors Of The Lake County Convention And Visitors Bureau Of Lake County, Indiana**

Chairman Andy Qunell asked for a motion to rescind Resolution No. 2018-03-05. Member Tom Dabertin made the motion and was seconded by Member Terry Velligan.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nays:** None

**Abstain:** None

Motion carried 15-0-0

**6. Resolution No. 2022-07-10: A Resolution Electing To Join The Public Employees' Retirement Fund As Administered By The Indiana Public Retirement System**

Chairman Andy Qunell asked for a motion to approve Resolution No. 2022-07-10. Member Tom Dabertin made the motion and was seconded by Member Matt Schuffert.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nays:** None

**Abstain:** None

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Motion carried 15-0-0

**E. Other New Business**

**1. Disposal of Honda Element Tourmobile**

President/CEO David Uran indicated that the SSCVA needs to dispose of the vehicle. It is a 2006 Honda Element. The board asked President/CEO Uran to dispose of the vehicle in a manner that was most favorable for the SSCVA.

As part of the discussion, board members asked if the vehicle is operational. President/CEO Uran indicated that the vehicle does not run.

Chairman Andy Qunell asked for a motion to dispose of the vehicle. Member Terry Velligan made the motion and was seconded by Member Bernie Grisolia.

There was no further discussion.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nays:** None

**Abstain:** None

Motion carried 15-0-0

**2. Accounts Receivable Write-Offs \$2,422.59**

Board members reviewed the following list of write-offs:

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<b>Organization</b>	<b>Invoice</b>	<b>Amt.</b>	<b>Date</b>	<b>Description</b>
Bulldog Brewing Company	4358	\$ 400.00	6/5/2018	Partnership
Bulldog On The Lake	4360	\$ 400.00	6/5/2018	Partnership
Bulldog Brewing Company	4691	\$ 400.00	5/8/2019	Partnership
Bulldog On The Lake	4692	\$ 400.00	5/8/2019	Partnership
Dunes National Park Assn.	5006	\$ 123.73	3/6/2020	Dissolved
Country Inn & Suites Merrillville	4959	\$ 300.00	1/27/2020	Partnership (New Owners)
Country Inn & Suites Merrillville	5140	\$ 389.96	5/4/2021	Housing (New Owners)
Comfort Suites Merrillville	5339	\$ 8.90	9/11/2021	Housing (New Owners)
		<b>\$2,422.59</b>		

Chairman Qunell asked for discussion; board members had no questions.

Chairman Andy Qunell asked for a motion to approve these write-offs. Treasurer Matt Maloney made the motion and was seconded by Vice Chairman Brent Brashier.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

### **3. SSCVA Organizational Chart**

President/CEO David Uran shared with the board members the new organizational chart. This is in concert with Resolution No. 2022-07-09 which was passed earlier in the course of this board meeting. This new chart becomes the new working order for the organization's daily operations.

Chairman Andy Qunell asked if there was any further discussion; board members did not have any further questions.



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Chairman Andy Qunell asked for a motion to approve the new organizational chart. Member Tom Dabertin made the motion and was seconded by Member Matt Schuffert.

Motion carried 15-0-0 by voice vote.

**4. Update: Ukranian Wrestling Team – Per Diem Advance On Behalf Of Indiana Sports Corp. (Pending Reimbursement) - \$25,200 Retroactive Approval To June 27, 2022**

Attorney Scott McClure indicated that he prepared a MOU for this advance purchase of prepaid Visa cards to be used by the Ukrainian Wrestling team for per diem expenses. Indiana Sports Corp. will reimburse the SSCVA for the initial expenses. This approval simply documents the transaction.

Chairman Qunell asked for discussion.

Chairman Andy Qunell asked for a motion to approve the per diem advance to purchase Visa gift cards with future reimbursement from the Indiana Sports Corp. Member Nikki Lopez made the motion and was seconded by Member Terry Velligan.

Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

**5. Renaissance Chicago Downtown Hotel – Permission To Spent Up To \$55,000 – Northwest Indiana Reception (final cost based on number of sponsors, attendees)**

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President/CEO David Uran sought approval to spend up to \$55,000 for the Indiana Society of Chicago annual event. He explained that sponsors pay (\$1,500 per sponsor, ten attendees maximum) in order to attend this reception, and all monies received from sponsors is used to pay for the event. While the SSCVA will be responsible for paying the bill for the event, monies will come from joint funds provided for this annual event.

Chairman Andy Qunell asked for a motion to approve the Indiana Society of Chicago event spent up to \$55,000 for the 2022 event at the Renaissance Hotel in Chicago. Member Nikki Lopez made the motion and was seconded by Member Christine Cash.

Chairman Qunell asked for discussion.

Hearing none, Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

**6. Drive Clean Indiana - Electrification Advisory Services - \$5,000**

President/CEO David Uran stated that the organization would like to contract with Drive Clean Indiana to provide professional consultation services related to provide a cost analysis for electric charging stations and assistance in grant writing. Any grant opportunities would come back before the board for approval. This would work on tandem with the anticipated parking lot paving project.

Chairman Andy Qunell asked for a motion to approve the Drive Clean Indiana professional services agreement for \$5,000.

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Treasurer Matt Maloney made the motion and was seconded by Member Darnail Lyles.

Chairman Qunell asked for discussion.

Hearing none, Secretary Chareice White called a roll call vote.

**Ayes:** Brent Brashier, John Bushemi, Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia, Pete Klideris, Nikki Lopez, Darnail Lyles, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, Chareice White, Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 15-0-0

**V. MISCELLANEOUS MATTERS**

**A. Public Comment – None**

**B. Next Regular Meeting – Tuesday, August 16, 2022 – 12:00 Noon – Museum at Lassen’s Resort, Cedar Lake, IN**

**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 Darnail Lyles and seconded by Member Matt Schuffert. The meeting adjourned at 12:55 p.m. (CST).

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**Approved:**

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

\_\_\_\_\_  
Date

**Attest:**

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

\_\_\_\_\_  
Date

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President/CEO notes:

1. Welcome / Good of the Order: a. John Bushemi from the Town of Schererville  
b. Spirit Wear – New Logo for Sports and Leisure Department (Andrea designed the logo)  
c. *Wayne Harrell – House Keeping (16<sup>th</sup> year anniversary)*  
d. Doris Cason – House Keeping (16<sup>th</sup> year anniversary)
  
2. DVG Engineering and Walker Construction – met on July 6 to coordinate schedules on capital improvement project: a. Walker Construction will begin their portion the week of August 1<sup>st</sup>  
b. Parking Lot bid will be opened on August 16<sup>th</sup> and notice to proceed with a start date of September 6 (after Labor Day)
  
3. Professional Service Contract: a. Indiana Clean Cities (Carl Lisek) – provide details
  
4. SSCVA Community Outreach: a. Staff was present at the Munster, Highland, and Crown Point Parades – excellent crowds and we received warm receptions from all communities.
  
5. Ukrainian Olympic Wrestling Team Update: a. High School Team Invites  
b. Pierogi Fest  
c. Rail Cats Game – Suite / Food / On the Field Recognition  
d. Doc’s Smokehouse - Lunch – Special Thanks to Board Members Brent and Matt  
e. Texas Roadhouse in Dyer reached out after media coverage – will be providing a dinner  
f. Board Member Christine Cash – a cookout is forthcoming as well – date to be determined  
g. NWI Life, Local 219, and WGN will be doing a feature story on the team.  
h. White Sox Game this Sunday – finding out more details on who arranged that
  
6. Festival of Lakes: a. \$17,500 plus datafy information
  - b. Photo Booth Numbers
    - i. 360 photos taken
    - ii. 760 different faces
    - iii. 1,147 impressions
    - iv. 325 new contacts captured from photo booth
  
  - c. Thursday Night – Counting Crows SSCVA Sponsor night – great reception by the crowd and the City of Hammond.

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7. Pierogi Fest: a. Photo Booth will be setup for the weekend July 29<sup>th</sup> and 30<sup>th</sup>  
b. Stephanie Smith will provide assistance on Friday July 29<sup>th</sup> – large media presence / assist Tom on coordinating those outlets – great networking opportunity for our staff member.
  
8. Added a discount benefit for fitness to our SSCVA staff and Board Members – a. F45 will provide group rate eligible for their Schererville, Crown Point, and Valparaiso location
  
9. ROSE and RISE Awards: a. September 22 at the Dean & Barbara White Community Center  
b. Board Member or two (2) to be added to the review committee  
c. Estimated Sponsorship Levels / \$600 and \$1200 / Table of Eight / \$50 individual tickets
  
10. New Partnerships: a. Legacy Team Sports, Station 21, Barderra Bar, Back Court Bar & Grill, Higher Level Nutrition, Float Sixty, Tavern on Main, Beauty & the Beach Spa / Salon, Miller Pizza Company, Courtyard Hammond, and Residence Inn Hammond, and Miller School Shops & Spaces – new members  
b. Want to create a *Patronage Sponsor Level* - individuals or business that don't meet our traditional partnership format but want to support our SSCVA culture and vision.
  
11. SSCVA Upcoming Speaking Engagements:  
A. Lake Shore Chamber August 4  
B. Hobart Chamber of Commerce Aug 10
  
12. Introduced our weekly updates (email) to our SSCVA team and partners! a. Huge uptick in our SSCVA social media presence.
  - b. South Shore Rocks Campaign Highlights i. Click Thru Rate (CTR) on search ads is 7.08% (quality search CTR average is 1.00% so we are way above the average)
  - ii. CTR on social media ads is 5.7% (quality Facebook CTR is .36% so we are 16 times above the average)
  - iii. The social media campaign had 976 reactions and 236 shares
  - iv. From the 13,186 clicks from the social media campaign, 631 users spent more than 45 seconds on the site and 412 users visited more than 2 pages
  - 
  - c. Mid-Week Summer Getaway Campaign Highlights (August to will have more to report since this campaign has been running for less than a month) i. CTR on search ads is 7.65%
  - ii. From the 1,113 clicks from the search campaign, 317 users spent more than 45 seconds on the site and 213 users visited more than 2 pages

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— iii. CTR on social media ads is 3.39% with 205 reactions

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13. Move to Indiana a. The new site just went live this month as well as the digital tactics. The Times will have reports available to share in mid-August.