

**Lake County Convention and Visitors Bureau  
D/B/A South Shore Convention and Visitors Authority  
Minutes of August 16, 2022**

Board of Directors of the Lake County Convention and Visitors Bureau  
Met in a **REGULAR MEETING**  
The Museum at Lassen's Resort  
7408 Constitution Avenue, Cedar Lake, IN 46303  
Tuesday, August 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 August 16, 2022 regular 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:** Taryl Bonds (via phone), Christine Cash, Tom Dabertin (via phone), Sal Espino, Bernie Grisolia (via phone), Pete Klideris, Fred Koegel, Darnail Lyles, Matt Maloney, Pete Schroder, Matt Schuffert, Doug Spencer, Chareice White, and Andy Qunell.

**Board Members Absent:** Brent Brashier, John Bushemi, Nikki Lopez, Pat Reardon and Terry Velligan.

**Staff Present:** President & CEO David Uran, Chief Financial Officer Cathy Svetanoff, Chief Marketing Officer Heather Becerra, Manager of Sports Development Megan Goodan, 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**

None to Present.

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

**II. OLD BUSINESS**

None to Present.

**III. NEW BUSINESS**

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

None.

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

**1. Regular Meeting Minutes From July 21, 2022**

Chairman Qunell asked for a motion to approve the minutes from the regular board meeting held on July 21, 2022. Motion was made by Member Matt Schuffert, and seconded by Member Doug Spencer.

**Ayes:** Taryl Bonds (via phone), Christine Cash, Tom Dabertin (via phone), Sal Espino, Bernie Grisolia (via phone), Pete Klideris, Fred Koegel, Darnail Lyles, Matt Maloney, Pete Schroder, Matt Schuffert, Doug Spencer, Chareice White, and Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 14-0-0

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**C. Finance Report**

**1. Approval of Claims: APV #26585-#26644 in the Amount of \$731,492.79**

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

Chairman Andy Qunell asked for a motion to approve claims #26585-#26644 in the amount of \$731,492.79. Treasurer Matt Maloney made the motion to approve, which was seconded by Member Darnail Lyles.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds (via phone), Christine Cash, Tom Dabertin (via phone), Sal Espino, Bernie Grisolia (via phone), Pete Klideris, Fred Koegel, Darnail Lyles, Matt Maloney, Pete Schroder, Matt Schuffert, Doug Spencer, Chareice White, and Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 14-0-0

**D. Resolutions**

**1. RESCIND Resolution No. 2022-07-10: 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 rescind Resolution No. 2022-07-10. Member Christine Cash made the motion, and it was seconded by Member Sal Espino.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds (via phone), Christine Cash, Tom Dabertin (via phone), Sal Espino, Bernie Grisolia (via phone), Pete Klideris, Fred

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Koegel, Darnail Lyles, Matt Maloney, Pete Schroder, Matt Schuffert, Doug Spencer, Chareice White, and Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 14-0-0

**2. Resolution No. 2022-08-11: 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. 2022-08-11. Member Matt Schuffert made the motion and was seconded by Member Darnail Lyles.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds (via phone), Christine Cash, Tom Dabertin (via phone), Sal Espino, Bernie Grisolia (via phone), Pete Klideris, Fred Koegel, Darnail Lyles, Matt Maloney, Pete Schroder, Matt Schuffert, Doug Spencer, Chareice White, and Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 14-0-0

**3. Resolution No. 2022-08-12: 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. 2022-08-12. Member Darnail Lyles made the motion and was seconded by Member Christine Cash.

Secretary Chareice White called a roll call vote.

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**Ayes:** Taryl Bonds (via phone), Christine Cash, Tom Dabertin (via phone), Sal Espino, Bernie Grisolia (via phone), Pete Klideris, Fred Koegel, Darnail Lyles, Matt Maloney, Pete Schroder, Matt Schuffert, Doug Spencer, Chareice White, and Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 14-0-0

**II. Other New Business**

**1. Northern Indiana Tourism Development Commission - \$41,000 - Membership August 19 to December 31, 2022**

President/CEO David Uran shared with the board the SSCVA's desire to become members of the NITDC. The board discussed membership and suggested that, upon legal review by Attorney McClure, it would be inclined to become a member as long as there is an exit strategy and no auto renewal should the SSCVA choose to leave the NITDC in the future.

Chairman Andy Qunell asked for a motion to become members of the NITDC. Member Christine Cash made the motion and was seconded by Member Darnail Lyles.

There was no further discussion.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds (via phone), Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia (via phone), Pete Klideris, Fred Koegel, Darnail Lyles, Matt Maloney, Pete Schroder, Matt Schuffert, Doug Spencer, Chareice White, and Andy Qunell

**Nayes:** None

**Abstain:** None

Motion carried 14-0-0

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The meeting was paused temporarily as the advertised time to open the bids was publicized as 1:00 p.m.

**2. Indiana Welcome Center Parking Lot Repaving Project - Bid Opening**

At 1:00 p.m., the board meeting resumed and this was the first point of discussion. Jeff Ban of DVG attended the board meeting and opened and announced the following bids:

Richardson	\$288,396.53
Boyd Asphalt	\$104,866.76
Milestone	\$115,842.20
Site Services	\$178,045.80
Reith-Riley	\$123,451.05

Both Jeff Ban and Cathy Svetanoff certified that the bids were received prior to the 1:00 p.m. deadline.

Chairman Qunell asked for discussion. The board talked about the project timeline and next steps.

Ultimately, Chairman Andy Qunell asked for 1) a motion to accept the bids received, 2) allow Jeff Ban as our professional consultant to review each bid and make a recommendation for the lowest cost and most responsive bid, and 3) hold a special meeting to approve the recommendation and contract. Treasurer Matt Maloney made the motion and was seconded by Member Matt Schuffert.

Secretary Chareice White called a roll call vote.

**Ayes:** Taryl Bonds (via phone), Christine Cash, Tom Dabertin, Sal Espino, Bernie Grisolia (via phone), Pete Klideris, Fred Koegel, Darnail Lyles, Matt Maloney, Pete Schroder, Matt Schuffert, Doug Spencer, Chareice White, and Andy Qunell

**Nays:** None

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**Abstain:** None

Member Tom Dabertin participated by phone, but did not respond at the time of the vote.

Motion carried 13-0-0

**V. MISCELLANEOUS MATTERS**

- A. Public Comment - None
- B. Next Regular Meeting - Thursday, September 15, 2022 - 12:00 Noon - Location TBD
- C. Upcoming Events
  - 1. ROSE/RISE Awards - Thursday, September 22, 2022 - Dean And Barbara White Community Center - Merrillville, IN

**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 Matt Schuffert and seconded by Member Darnail Lyles. The meeting adjourned at 1:20 p.m. (CST).

**Approved:**

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

\_\_\_\_\_  
Date

**Attest:**

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

\_\_\_\_\_  
Date

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President/CEO notes:

1. Good of the Order: a. Russ Antczak – 1 year work anniversary August 5  
b. Bird of Prey Jamboree – Kevin Fitzgerald sent an email indicating how well the event was and commended the staff – special thanks went to Jess and Jerry  
c. Honda vehicle was donated to Kars4Kids
  
2. Facilities Update: a. Walker Construction – construction – underway – new electrical and bollard lights  
b. Parking Lot Repaving – bid opening after lunch break
  
3. Professional Service Contract: a. Membership to the NITDC – details forthcoming under new business
  
4. SSCVA Community Outreach: a. Making our rounds to new partnerships – social media post with photos
  - 5. Office of Sports & Leisure Update: a. Sports
    - i. In early bid discussions to potentially host the USSSA Softball World Series in 2023 (July 26-30).
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    - ii. In early bid discussions to potentially host the North American Chinese Basketball Association Tournament at the Hammond Sportsplex Memorial Day weekend 2023 & 2025. Average of 500-900 room nights, 50-90 teams over the 3-day holiday weekend.
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    - iii. The Ukraine Olympic wrestling team took 1<sup>st</sup> place at the Grand Prix Germany. The team has already returned to Ukraine after fruitful work in Hammond. They are very grateful for our invitation and excellent organization of the training camp. All the team members were impressed by the warm welcome and such huge support. “When the war ends, we will be glad to meet all of you in peaceful Ukraine.
    - 
    - b. Partnership
      - i. New partners: Lowell Labor Day Festival, The Region Cat Café (Merrillville), Float Sixty (Chesterton)
      - 
      - ii. 146 partner renewals & 36 new partners for increase of 19.7% to date in 2022
        - iii. *Patronage Sponsor Level* - \$250 level A. Website Listing with Hyper Link to their Business Page
        - B. SSCVA Proud Patronage Plaque
        - C. Invite to Tourism Week, Partnership Summit, and Christmas Networking Events
        - D. Added to our Weekly outreach of events.



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iv. ROSE/RISE Awards will take place on Thursday, September 22. This week we began the process of delivering roses to finalists. We are still in need of donations for the gift baskets.

— c. Housing/Servicing i. Working with the Crown Point Cal Ripken baseball board for hotel room blocks and other details for the 2023 Cal Ripken World Series event being held in Crown Point.

— ii. Researching/prospecting for new group tour & meeting business.

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— a. Travel Writers i. The South Shore CVA hosted 13 travel writers/journalists last week. They visited various attractions throughout NWI. These journalists represent the following: Washington Post, Travel + Leisure, Better Homes & Gardens, National Geographic, Milwaukee Journal-Sentinel, NPR, The Jet Set, Conde Nast Traveler, New York Times, Los Angeles Times, Chicago Tribune and many more. All of these writers were very impressed with the area and all we have to offer.

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— b. South Shore Rocks Campaign Highlights - July Report i. Click Thru Rate (CTR) on search ads is 6.94% (quality search CTR average is 1.00% so we are way above the average)

— ii. CTR on social media ads is 4.27% (quality Facebook CTR is .36%)

— iii. The social media campaign had 868 reactions and 125 shares

— iv. From the 6,536 clicks from the social media campaign, 425 users spent more than 45 seconds on the site and 323 users visited more than 2 pages

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— c. Mid-Week Summer Getaway Campaign Highlights - July Report i. CTR on search ads is 8.92%

— ii. From the 2,743 clicks from the search campaign, 686 users spent more than 45 seconds on the site and 556 users visited more than 2 pages

— iii. CTR on social media ads is 1.84% with 307 reactions

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— d. Pierogi Fest i. Stephanie helped with facilitating interviews on Friday with ABC, Fox and a few other local news broadcasts.

— ii. Dani took over the social media about 6 weeks before the event and spent the weekend of the festival taking pictures and creating content for the social media.

— iii. Dani's "Little Miss" graphics were shared 422 times, liked 304 times and got 204 profile visits.

— iv. The video of Mr. Pierogi starting the fest off got 402 likes and 5,182 views. The reels were big on engagement!

— v. Photo Booth

— vi. 252 photos taken

— vii. 686 different faces

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- viii. 1,569 impressions
- ix. 267 new contacts captured from photo booth

6. Office of Marketing:

7. SSCVA Upcoming Speaking Engagements:

- a. Munster Chamber of Commerce September 8<sup>th</sup> at 11 am
- b. Crossroads Chamber of Commerce September 20<sup>th</sup> at 12 pm

This concludes my Executive Report!