

Lake County Convention and Visitors Bureau  
D/B/A South Shore Convention and Visitors Authority  
Minutes of September 15, 2022

Board of Directors of the Lake County Convention and Visitors Bureau  
Met in a **REGULAR MEETING**  
Sage-Popovich Hangar  
5101 Airport Road, Gary, IN 46406  
Thursday, September 15, 2022 at 12:05 PM (CST)

PURSUANT TO AND IN ACCORDANCE WITH THE BYLAWS AND  
STANDING RULES

Due to a lack of quorum, the official meeting did not begin until 12:58 p.m. Board members, staff and guests participated in a workshop and discussed the following topics. The workshop began at 12:05 p.m.

1. President/CEO Report
  - a. President/CEO David Uran provided the group with his status report. The report is listed as an attachment to this document.
  - b. Dan Vicari, Director of the Gary Chicago International Airport thanked the SSCVA for its support and assistance with the Chicago Air Show which took place the weekend of August 19-21, 2022. Dan also noted that there will be a Gary Air Show on July 8-9, 2023.
  - c. **Aurora Helicopters** - John Dust of Aurora Helicopters and two additional staff persons were present to share information about their business as new SSCVA partners and provide helicopter rides.
2. Staff Reports - attached for review by board members via Boardable.
3. Heather James of Ice Miller LLP and Charlie Joyce educated the board members on revenue bonds and how the upcoming LCCVB revenue bond could be structured.
4. Jose Diaz of Senator Todd Young's local office joined the meeting and provided information about his role.
5. The Times - Chris White and Tom Schager - joined the meeting and talked about the Move to Indiana and overall partnership with the SSCVA.

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6. The board members, staff and guests paused for lunch and resumed the meeting once the remaining board member arrived for the regular meeting. Educational workshop concludes.

## **MEETING MINUTES**

### **I. REPORTS**

#### **A. Roll Call**

Chairman Andy Qunell called the September 15, 2022 regular meeting of the Lake County Convention and Visitors Bureau to order at 12:58 P.M. (CST). CFO Cathy Svetanoff called the roll.

The roll call was as follows:

**Board Members Present:** Christine Cash, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, and Andy Qunell.

**Board Members Absent:** Taryl Bonds, Brent Brashier, John Bushemi, Tom Dabertin, Bernie Grisolia, Darnail Lyles, Pat Reardon, Pete Schroeder, and Chareice White.

**Staff Present:** President & CEO David Uran, Chief Financial Officer Cathy Svetanoff, Chief Marketing Officer Heather Becerra, Chief Operations Officer Greg Falkowski, Manager of Sports Development Megan Goodan, and Manager of Accounting Megan Grezovski.

**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**

None to Present.

**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 August 16, 2022**

Chairman Qunell asked for a motion to approve the minutes from the regular board meeting held on August 16, 2022. Motion was made by Member Terry Velligan, and seconded by Treasurer Matt Maloney.

Motion carried by voice vote 10-0-0.

**2. Special Meeting Minutes From August 30, 2022**

Chairman Qunell asked for a motion to approve the minutes from the special board meeting held on August 30, 2022. Motion was made by Member Nikki Lopez, and seconded by Member Terry Velligan.

Motion carried by voice vote 10-0-0.

**3. Executive Session minutes From June 16, 2022**

Chairman Qunell asked for a motion to approve the minutes from the executive session held on June 16, 2022. Motion was made by Treasurer Matt Maloney and seconded by Member Doug Spencer.

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Motion carried by voice vote 10-0-0.

**4. Executive session Minutes From July 21, 2022**

Chairman Qunell asked for a motion to approve the minutes from the executive session held on July 21, 2022. Motion was made by Member Matt Schuffert, and seconded by Member Terry Velligan

Motion carried by voice vote 10-0-0.

**C. Finance Report**

**1. Approval of Claims APV #26645-#26741 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 #26645-#26741 in the amount of \$1,141,848.63. Treasurer Matt Maloney made the motion to approve, which was seconded by Member Nikki Lopez.

CFO Cathy Svetanoff called a roll call vote.

**Ayes:** Christine Cash, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 10-0-0

**2. Approval of Claim APV #26744 in the Amount of \$4,500.00**

CFO Cathy Svetanoff indicated that there was an error with the check issued to Drive Clean Indiana, having been issued for \$500 as opposed to \$5000.00. This APV register corrects the oversight in the prior APV register.

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Chairman Andy Qunell asked for a motion to approve claim #26744 in the amount of \$4,500.00. Member Matt Schuffert made the motion to approve, which was seconded by Member Sal Espino.

CFO Cathy Svetanoff called a roll call vote.

**Ayes:** Christine Cash, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 10-0-0

**D. Resolutions**

**1. Resolution No. 2022-09-13: Update To Resolution 2016-01-01: A Resolution Amending Resolution 2005-10-06 A Resolution Authorizing Credit Card Usage**

Chairman Andy Qunell asked for a motion to approve Resolution No. 2022-09-13. Member Terry Velligan made the motion, and it was seconded by Member Fred Koegel.

CFO Cathy Svetanoff called a roll call vote.

**Ayes:** Christine Cash, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 10-0-0

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**2. Resolution No. 2022-09-14: A Resolution Concerning The Redemption Of Certain Outstanding Revenue Bonds Of 2012 Of The Lake County Convention And Visitors Bureau**

Chairman Andy Qunell asked for a motion to approve Resolution No. 2022-09-14. Member Matt Schuffert made the motion and was seconded by Member Terry Velligan.

CFO Cathy Svetanoff called a roll call vote.

**Ayes:** Christine Cash, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 10-0-0

**3. Resolution No. 2022-09-15: A Resolution Of The Lake County Convention And Visitor Bureau DBA The South Shore Convention And Visitors Authority Authorizing The Issuance And Sale Of Bonds For the Purpose Of Providing Funds To Be Applied On The Cost Of Funding Capital Projects And On Account Of The Issuance of Bonds**

Chairman Andy Qunell asked for a motion to approve Resolution No. 2022-09-15. Treasurer Matt Maloney made the motion and was seconded by Member Terry Velligan.

CFO Cathy Svetanoff called a roll call vote.

**Ayes:** Christine Cash, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 10-0-0

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**II. Other New Business**

**1. FSG Corp. - Professional Services Agreement - Capital Improvement Revenue Bonds - Shall Not Exceed \$30,000**

President/CEO David Uran explained that FSG Corp. would be working together with Ice Miller to provide all of the necessary services required to prepare for, sell in the market and close on the revenue bonds for the SSCVA.

Chairman Andy Qunell asked for a motion to utilize FSG Corp. for professional services related to the upcoming revenue bond. Member Fred Koegel made the motion and was seconded by Member Matt Schuffert.

CFO Cathy Svetanoff called a roll call vote.

**Ayes:** Christine Cash, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 10-0-0

**2. Ice Miller - Letter of Engagement for Revenue Bonds 2022 - Details To Follow - \$295 to \$580 Per Hour**

President/CEO David Uran indicated that Ice Miller will provide legal services for the revenue bond issuance. Hourly rates are listed above, but firmer anticipated costs will be provided as bond issuance approaches.

Chairman Andy Qunell asked for a motion to approve the use of Ice Miller LLP for legal services associated with the revenue bond. Member Matt Schuffert made the motion and was seconded by Member Christine Cash.

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CFO Cathy Svetanoff called a roll call vote.

**Ayes:** Christine Cash, Sal Espino, Pete Klideris, Fred Koegel, Nikki Lopez, Matt Maloney, Matt Schuffert, Doug Spencer, Terry Velligan, and Andy Qunell.

**Nayes:** None

**Abstain:** None

Motion carried 10-0-0

**V. MISCELLANEOUS MATTERS**

- A. Public Comment - None
- B. Next Regular Meeting - Thursday, October 20, 2022 - 12:00 Noon at the Indiana Welcome Center
- C. 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.

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**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 Doug Spencer and seconded by Member Matt Schuffert. The meeting adjourned at 1:25 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. Julio Diaz retired from the SSCVA – Maintenance Helper 7/18 to 9/22 (4+ years)  
b. Benefits Review with 1<sup>st</sup> Source Insurance  
c. Negotiating a Clinic Partnership with Franciscan Health Network – huge cost savings for the SSCVA
  
2. Facilities Update: a. Front Entry is waiting on new bollards to be installed  
b. Parking Lot Repaving – starting the week of September 19  
c. NIPSCO free charging stations for the SSCVA – MOU forthcoming
  
3. NITDC Report a. We have had (2) meetings – St Joseph County has rejoined the group  
b. October’s BOD meeting – we will have NITDC give our group an update
  
4. SSCVA Community Outreach: a. Making our rounds to new partnerships – social media post with photos  
b. Marketing Department is concluding their interviews for a new part time social media specialist
  
- 5. Sports & Leisure Board Report Update: a. Sports: i. The SSCVA and the Hammond Sportsplex will play host to the NCAA Division II Midwest Region Crossover Volleyball Tournament, October 13-15. We are still looking for restaurants to partner with to provide items for the hospitality room for breakfast, lunch and dinner (100 people).  
  
— ii. We are also gearing up to host the 3<sup>rd</sup> annual NCAA Division II America’s Crossroads Bowl Football Game on Saturday, December 3 at Hobart Brickyard Stadium. We are still searching for sponsors for this event – if you know anyone that may be interested, please let us know.  
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— b. Partnership i. New partners: Three Monkey’s Pub (Crown Point), St John Malt Bros (St John), Aurora Helicopters (Lansing, IL) and Bomber’s BBQ (Crown Point).  
  
— ii. Partnership Summit will take place on Wednesday, November 16 at Hard Rock Casino.  
  
— iii. ROSE/RISE Awards will take place on Thursday, September 22. Roses have been delivered to all 39 finalists. RSVPs are due by Monday, September 19.

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- c. Housing/Servicing i. 2022 YTD Rooms booked via housing system = 2,444.
- ii. Total 2021 rooms booked via housing system = 3,949
- iii. Total 2020 rooms booked via housing system = 2,040
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- 6. Office of Marketing: a. STR Report i. Occupancy was slightly down in July compared to last year, however, average daily rate was up.
- ii. July 2022 Occupancy - 76.1% July 2021 Occupancy - 77.4%
- iii. July 2022 ADR - \$116.20 July 2021 ADR - \$109.78
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- b. Visit Indiana Campaign Highlights i. More than 2 million impressions across all advertising platforms
- ii. More than 1.6 million impressions on broadcast/cable
- iii. Average time on South Shore landing page - 1 minute, 29 seconds (Benchmark was 54 seconds)
- iv. CTR on social ads was 2.21% (quality Facebook CTR is .36%)
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- c. South Shore Rocks Campaign Highlights - August Report i. Click Thru Rate (CTR) on search ads was 6.72% (quality search CTR average is 1.00% so we are way above the average)
- ii. CTR on social media ads was 3.56% (quality Facebook CTR is .36%)
- iii. The social media campaign had 514 reactions and 58 shares
- iv.
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- d. Mid-Week Summer Getaway Campaign Highlights - August Report i. CTR on search ads was 8.76%
- ii. From the 2,067 clicks from the search campaign, 537 users spent more than 45 seconds on the site and 424 users visited more than 2 pages
- iii. CTR on social media ads was 1.69% with 190 reactions
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**7. SSCVA Upcoming Speaking Engagements:**

- a. Crossroads Chamber of Commerce September 20<sup>th</sup> at 12 pm
- b. Jury Duty Week of September 26

This concludes my Executive Report!