

VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
July 22, 2021

Special Session Board Meeting – 8:00 a.m. Open Session

Location: VIDEO / TELEPHONIC ONLY.

Present: Jo Ann Cecil, Danielle Goldsmith, Loren Hafen, Nick Lanza, Robert Manning, Clayton Shoemaker, Michael Perry, Matt McCabe, Will Weisfeld, Sara Schacht, Larry Vaupel, Dionne Olsen, Judi Bower, Adriana Daunt, Sarah Mendoza, Oliver Deubel, Frank Rush, Cherie Bortnick, Bynette Mote, Shauna Pomerleau

OPEN SESSION

8:02 a.m. - CALL TO ORDER - President Loren Hafen

PLEDGE OF ALLEGIANCE – President Hafen

ROLL CALL – 6 Board members, Brewster Excused

PUBLIC COMMUNICATIONS:

Sarah Mendoza from Senator Ochoa Bogh’s office joined the meeting to show support of VBB.

1. DISCUSSION/ACTION ITEMS

1.1 Operations and Marketing - Monique Rangel, Director

- Fall Marketing / Incentives – Discuss possible Incentives for overnight visitors
- Visitors Center Update

Interim CEO Michael Perry is seeing similar summer visitation to 2019 – pre COVID. As Big Bear starts competing with other recently opened So Cal destinations, there has been a slow-down in overnight visitor numbers. Mr. Perry explained that VBB tends to look 1 quarter forward when planning marketing strategy, which would be Sept, Oct, and Nov at this point. VBB is also looking for incentives to attract Fall overnight visitors; the usual Falltaacular will be promoted as usual with events, fall themed activities, and lodging incentives.

President Hafen would like to leave Fall Marketing Strategy to the VBB staff. Several Board Members expressed the desire to see more events to the Fall season. Danielle Goldsmith would like to see hotels and other lodging reach out to weekend day-trippers with overnight stay incentives towards the end of summer – a link between the bike park and lodging is one suggestion. Nick Lanza believes the Fall season in Big Bear needs to be a brand in and of itself. From Labor Day until Thanksgiving, weekends should be filled with events that people can bank on each year.

New Partner Request - Big Bear Pilates is seeking partnership with VBB.

Motion to approve Big Bear Pilates Partnership made by Mr. Lanza, seconded by JoAnn Cecil.

AYES: Lanza, Cecil, Goldsmith, Shoemaker, Manning

NOES: None

ABSTAIN: Hafen

ABSENT: Christie Brewster

1.2 Approve Future Meeting Dates

- Committee Meetings – Thursday, August 19, 2021 – as needed - Remote via Zoom
- Board Meeting – Thursday, August 26, 2021 – 8 am Remote via Zoom

Future meeting dates are approved by consent.

1.3 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of June 24, 2021

Motion to approve June 24, 2021 meeting Minutes made by Shoemaker, seconded by Manning.

AYES: Hafen, Lanza, Cecil, Goldsmith, Shoemaker, Manning

NOES: None

ABSTAIN: None

ABSENT: Brewster

1.4 Events – Will Weisfeld, Events Director

- Spartan Race 2022 – Request for Sponsorship

Mr. Weisfeld shared that Spartan numbers for this October are looking strong. Spartan is scheduled for October after being postponed from its original May date. For 2022, Spartan is looking at a May 14 date. This will be a national series race and they are asking VBB for a \$100K sponsorship. Cherie Bortnick explained that a spring date works better than fall date due to the event being a national series race and there is a schedule to fit into. Ms. Bortnick also shared that this fall's event is looking to be a larger success due to the product mix available – meaning a variety of race lengths. Also, longer race lengths tend translate to longer lodging stays. Mr. Lanza asked about expected event draw. Ms. Bortnick is expecting a 16-20K attendee event this fall.

Motion to approve \$100K sponsorship for Spartan 2022 and May 14 date made by Lanza, seconded by Manning.

AYES: Hafen, Lanza, Cecil, Goldsmith, Shoemaker, Manning

NOES: None

ABSTAIN: None

ABSENT: Brewster

Ms. Bortnick also presented a new Spartan project, a film series following elite athletes competing in challenges around the Valley. Mr. Shoemaker wants to know how athletes will promote Big Bear during their time in the Valley. These athletes have millions of followers on social media who can learn about the outdoor recreation and athletic opportunities Big Bear has to offer. Cherie explained that athletes must posts a certain amount of images on their profiles.

Motion to approve Spartan Filming Sponsorship contingent upon approval of the site by BBMR - made by Goldsmith, seconded by Lanza.

AYES: Hafen, Lanza, Cecil, Goldsmith, Shoemaker, Manning

NOES: None

ABSTAIN: None

ABSENT: Brewster

1.5 CEO's Report

- Resolutions for Board and CEO Bank Signers
- Fund Balances

Mr. Perry presented a recap of meeting with the new SCMF Trails Program Director Kat Shay. VBB is working on organizing a community clean-up in partnership with BBMR and SCMF.

Mr. Perry is asking for all Board Members and CEO to be approved/authorized to sign checks.

Motion to approve Resolutions for Union and First Foundation Banks for authorized signers made by Shoemaker, seconded by Manning.

AYES: Hafen, Lanza, Cecil, Goldsmith, Shoemaker, Manning

NOES: None

ABSTAIN: None

ABSENT: Brewster

1.6 CLOSED SESSION – Public Communications, none.

1.7 EMPLOYEE PERFORMANCE EVALUATION Pursuant to Government Code Section 54957

TITLE OF POSITION: Interim CEO

1.8 CONFERENCE WITH LABOR NEGOTIATOR pursuant to Government Code Section 54957.6

Visit Big Bear Board designated representative: President Loren Hafen

Unrepresented employee: Interim CEO, Michael Perry

1.9 RESULTS OF CLOSED SESSION

The Board agreed to employ Mr. Perry as a contract consultant as CEO through November, 2022.

ADJOURNMENT at 9:48 am

Michael Perry, Board Secretary