

VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
March 25, 2021

Special Session **Board Meeting – 8 AM**

Location: VIDEO / TELEPHONIC ONLY due to the COVID 19 restrictions on group meetings.

PRESENT: Christie Brewster, JoAnn Cecil, Danielle Goldsmith, Loren Hafen, Nick Lanza, Robert Manning, Clayton Shoemaker, Monique Rangel, Sara Schacht, Matt McCabe, Michael Perry, Will Weisfeld, Frank Rush, Larry Vaupel, Judi Bowers, Adriena Daunt, Jack Autiero, Shauna Pomerleau, Robin Lee, Nancy Gonzalez, Bynette Mote, Oliver Deubel, Phillip Flores, Stephanie Tallon.

8:00 AM - CALL TO ORDER - President Loren Hafen

PLEDGE OF ALLEGIANCE

1.6 CLOSED SESSION PUBLIC COMMUNICATIONS – None.

CLOSED SESSION -

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 Hafen

Unrepresented employee: Interim CEO, Michael Perry

1.9 RESULTS OF CLOSED SESSION

The Board provided Mr. Perry with a satisfactory performance evaluation.

Mr. Perry will continue as Interim CEO of Visit Big Bear and be paid the same consulting rate per month.

Motion to continue Interim CEO position for Michael Perry made by Robert Manning, seconded by Christie Brewster.

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

NOES: None

ABSTAIN: None

ABSENT: None

OPEN SESSION – 8:30 am

PUBLIC COMMUNICATIONS - None

1. DISCUSSION/ACTION ITEMS

1.1 Approve Future Meeting Dates

- Committee Meetings – Thursday, April 15, 2021 – as needed - Remote via Zoom
- Board Meeting – Thursday, April 22, 2021 – 8 am Remote via Zoom

The Board consented to the Committee Meeting and Board Meeting dates and times.

1.2 Marketing & Operations - Monique Rangel, Director of Operations

Adriena Daunt presented her update on the VBB Marketing Strategic Plan. Key themes from her stakeholder interviews included: the need for sustainable travel, balance between locals' quality of life and visitor impacts, respect, a healthy visitor economy, destination management, and proper planning / communication.

Stephanie Tallon of 85Sixty – VBB's digital marketing agency - presented the spring marketing strategy overview which includes objectives, targets, markets, and timing (until 5/31). Ms. Tallon presented outlines of digital ad creatives for paid search, paid social, and display ads. The campaign is fluid so VBB can boost or pull back on marketing depending on visitor numbers.

1.3 Events – Will Weisfeld, Director

Mr. Perry shared the discussion from the prior week's Events Committee Meeting regarding the Grill & Chill event slated for Memorial Day Weekend. A budget and a new partnership agreement with Bone and Brews (B&B) have been drafted. B&B assist with staffing and organizing the G&C event. B&B was previously Stone Entertainment whom VBB has worked with before.

Director Manning would like the VBB attorney to review the agreement. VP Lanza expressed that it is important for the event to be self-funding after 3 years. Will Weisfeld and Mr. Perry reviewed the G&C budget.

Motion made by Robert Manning, seconded by JoAnn Cecil, to approve the B&B agreement with VBB, have our attorney review the agreement, and the event must be self-sustaining after 3 years.

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

NOES: None

ABSTAIN: None

ABSENT: None

Mr. Weisfeld shared that Big Bear Film Summit is returning for 2021 and has applied for a new grant. The 2020 event was modified into a virtual festival due to covid and saw twice as many 'attendees' than was originally projected for the in-person event. The 2021 festival will be planned as a hybrid virtual/in-

person event. BBFS has two venues in mind, either the PAC or the Convention Center, decision will be made based on need for social distancing and outdoor space.

Motion to approve event grant for \$10,000 made by Mr. Manning, seconded by Ms. Cecil.

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

NOES: None

ABSTAIN: None

ABSENT: None

Mr. Weisfeld shared that Tour de Big Bear is scheduled for August of this year. They will be using Bear Mountain as the event base area as it is more compliant with social distancing. 2021 will be the 11th year the event has applied for a grant ask. Due to the significant draw of attendees and potential for overnight room stays, Weisfeld recommends funding the event. Lanza recommended Visit Big Bear provide in house marketing worth \$10,000 to market Tour de Big Bear.

Motion to approve \$10,000 made by Mr. Lanza, seconded by Ms. Goldsmith.

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

NOES: None

ABSTAIN: None

ABSENT: None

1.4 Approval of Board Meeting Minutes

Board Meeting Minutes of February 25, 2021

Motion to approve February 25, 2021 Minutes made by Mr. Manning, seconded by Ms. Brewster.

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

NOES: None

ABSTAIN: None

ABSENT: None

1.5 CEO's Report

Mr. Perry presented the FY 2021/22 Budget for VBB effective April 1, 2021. A total of \$3M will be allocated to Marketing, Events, Visitor Center / Admin Operations, Tourism Impact Mitigation Funds, Tourism Improvements, Contingency, Collections and Audit of the TBID receipts.

Motion to approve VBB budget for FY 2021/22 made by Mr. Lanza, seconded by Mr. Manning.

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

NOES: None

ABSTAIN: None

ABSENT: None

Mr. Perry shared Danielle Goldsmith's interest to be the VBB representative for the City's new Economic Development Committee.

Motion to approve Ms. Goldsmith's nomination to the Economic Development Committee made by Mr. Lanza, seconded by Mr. Shoemaker.

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

NOES: None

ABSTAIN: None

ABSENT: None

ADJOURNMENT – 10:01 am

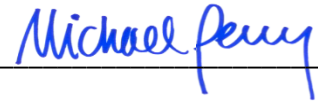
Motion to adjourn the meeting made by Mr. Lanza, seconded by Mr. Shoemaker.

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

NOES: None

ABSTAIN: None

ABSENT: None



Michael Perry, Board Secretary