

**VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
September 23, 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, Christie Brewster, Clayton Shoemaker, Michael Perry, Monique Rangel, Will Weisfeld, Frank Rush, Larry Vaupel, Adriana Daunt, Brandon Yuill, Gerrit Creps, Shauna Pomerleau, Kim Hermon, Jack Auterio, Judi Bowers, Ellen Clarke

OPEN SESSION

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

PLEDGE OF ALLEGIANCE – President Hafen

ROLL CALL – 7 Board members present

PUBLIC COMMUNICATIONS:

None

1. DISCUSSION/ACTION ITEMS

1.1 Operations and Marketing - Monique Rangel, Director

Director of Operations Monique Rangel introduced Clayton Shoemaker, Board V.P. and Clayton introduced the need for Visit Big Bear's (VBB's) 2021 Brand Refresh. Clayton introduced Gerrit Creps, VBB's Consultant responsible for our 2021 Brand Refresh. Gerrit presented the Brand Refresh which Clayton, VBB Staff and Gerrit have produced. Robert asked about the color blue being similar to Tahoe and Mammoth. Gerrit responded that the blue is different and is important to reflect the value of our Lake to our Guests. Jo Ann said she loves the blue / silver asked about using 'California' in the tag line. Loren and Nick expressed support for the Refresh. Danielle commented on whether the Bear is hard to see. Overall, the Board was very supportive of the Refresh and directed Staff to proceed with the Refresh, for a Campaign start in early 2022.

1.2 Approve Future Meeting Dates

- Committee Meetings – Thursday, October 21, 2021 – as needed - Remote via Zoom
- Board Meeting – Thursday, October 28, 2021 – 8 am Remote via Zoom

Meeting dates were approved by Board consent.

1.3 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of August 26, 2021

Motion to approve Minutes (with corrections) made by Lanza, seconded by Shoemaker.

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

NOES: None

ABSTAIN: None

ABSENT: None

1.4 Events – Will Weisfeld, Director

Will Weisfeld reviewed the ‘key’ discussion items from the Events Committee Meeting re: Small Events Sponsorship with the Board Members. The Board asked Will to bring a recommended Program for Small Events Sponsorship back to the Board’s Events Committee Meeting in October.

1.5 CEO’s Report

CEO Michael Perry commended the Board and VBB on its accomplishments in 2021 – TBID Renewal, Strategic Marketing Plan, Care for Big Bear, Tourism Impact Mitigation and 2021 Brand Refresh.

Mr. Perry also reported that 2nd Quarter TBID receipts are slightly lower than 2019 receipts – showing us that overnight occupancy has returned to “pre-COVID” levels. As a result, its important that VBB continue to aggressively market Big Bear for overnight visitation. Mr. Perry reported that expenditures are 14% below budget level and recapped fund balances in the 2 local banks.

Motion to adjourn at 9:01 am made by Lanza, seconded by Manning.

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

NOES: None

ABSTAIN: None

ABSENT: None

Michael Perry, Board Secretary