

**VISIT BIG BEAR / TBID  
NOTICE OF SPECIAL BOARD MEETING**

**October 28, 2021**

**To:** Christie Brewster, Jo Ann Cecil, Danielle Goldsmith, Loren Hafen, Nick Lanza, Robert Manning, Clayton Shoemaker, Judi Bowers, Grizzly; Rick Herrick, KBHR; John Phane, KBBV; ET Russell, BBLNR; Frank Rush, Larry Vaupel, Kelly Ent, City of Big Bear Lake; Michael Perry

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

**Location:** VIDEO / TELEPHONIC ONLY.

**NOTICE IS HEREBY GIVEN** that Visit Big Bear will be conducting the October 28, 2021, 8:00 a.m. Special Board Meeting by video / telephonically ONLY. The video link / conference call number will only be active for the meeting on Thursday, October 28, 2021.

Please use this link and number – the video link is <https://zoom.us/j/4403166685> and the call-in number is: 1 669 900 6833 Meeting ID: 440 316 6685. Said Special Meeting is being called pursuant to Section 54956 of the Government Code of the State of California for the purpose of considering the following matters:

**OPEN SESSION**

**8:00 a.m. - CALL TO ORDER - President Loren Hafen**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**Please Note: Agenda items may be moved at the discretion of the Board.**

**PUBLIC COMMUNICATIONS:**

(Public comment is permitted only on items **not** on the posted agenda that are within the subject matter jurisdiction of Visit Big Bear. Please note that State law prohibits the Visit Big Bear Board from taking any action on items not listed on the agenda. There is a three minute maximum time limit when addressing the Board during this time period.)

**1. DISCUSSION/ACTION ITEMS**

**1.1 Marketing – Adriena Daunt, Marketing Consultant**

- Update on 2021 Strategic Marketing, Free Trolley Campaign and Fall Video Shoot

**Recommendation: Discussion, Board Action and Direction to Staff**

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**1.2 Approve Future Meeting Dates**

- **Committee Meetings** – Thursday, **November 11, 2021** – as needed - Remote via Zoom
- **Board Meeting** – Thursday, **November 18, 2021** – 8 am Remote via Zoom

**Recommendation: Approve Future Meeting Dates.**

**1.3 Approval of Board Meeting Minutes**

- Approve Board Meeting Minutes of September 23, 2021

**Recommendation: Approve Board Meeting Minutes.**

**1.4 Events – Will Weisfeld, Director**

- Polar Plunge Sponsorship Application
- Spartan Race & Spartan Games Update
- Nov. 11<sup>th</sup> Events Committee Meeting (Cecil, Manning, Goldsmith) - Small Events Sponsorship Policy

**Recommendation: Discussion, Board Action and Direction to Staff**

**1.5 CLOSED SESSION PUBLIC COMMUNICATIONS:**

(Any member of the public is entitled to speak on Closed Session Agenda items. If you wish to address the Board on items listed on this Closed Session Agenda, you must do so during this Open Session Agenda item)

**CLOSED SESSION**

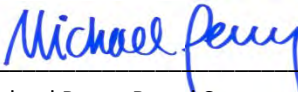
**1.6 EMPLOYEE PERFORMANCE EVALUATION Pursuant to Government Code Section 54957**

**TITLE OF POSITION: CEO**

**1.8 RESULTS OF CLOSED SESSION**

**ADJOURNMENT**

I hereby certify under penalty of perjury, under the laws of the State of California, that the foregoing agenda was posted in accordance with the applicable legal requirements. Dated this 25<sup>th</sup> day of October, 2021.



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Michael Perry, Board Secretary

*Visit Big Bear wishes to make its public meetings accessible to the public. If you need special assistance to participate in this meeting, please contact the Office at (909) 866-6190. Notification 72 hours prior to the meeting will enable Visit Big Bear to make reasonable arrangements to ensure accessibility to this meeting.*