

**VISIT BIG BEAR / TBID**  
**MINUTES OF A SPECIAL BOARD MEETING**  
**January 28, 2021**

Special Session **Board Meeting – 8 AM**

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

**Present:** Nick Lanza, JoAnn Cecil, Christie Brewster, Loren Hafen, Robert Manning, Michael Perry, Monique Rangel, Sara Schacht, Will Weisfeld, Nicole Bordges, Frank Rush, Adriena Daunt, Martha-Page Althaus, Matt McCabe, Bynette Mote, Ellen Clarke, Cathy Herrick, Judi Bowers, Robb Pagarigan, Gus Gonzalez

**OPEN SESSION**

**8:03 AM - CALL TO ORDER** - President Loren Hafen

**PLEDGE OF ALLEGIANCE** – Lead by Hafen

**ROLL CALL**

**PUBLIC COMMUNICATIONS:**

None

**1. DISCUSSION/ACTION ITEMS**

**1.1 Approve Future Meeting Dates**

- Committee Meetings – Thursday, February 18, 2021 – as needed - Remote via Zoom
- Board Meeting – Thursday, February 25, 2021 – 8 am Remote via Zoom

**Motion to approve meeting dates by Lanza, seconded by Cecil.**

**AYES:** Lanza, Cecil, Brewster, Hafen, Manning

**NOES:** None

**ABSENT:** Goldsmith, Shoemaker

**ABSTAIN:** None

**1.2 Marketing & Operations - Monique Rangel, Director of Operations**

- 2021 Marketing Strategy
- 2021/22 Visitor Magazine
- Visitor Center Update

**MARKETING STRATEGY** - Visit Big Bear is looking to contract with Adriena Daunt to produce and implement a Marketing Strategy for the 2021 year. Ms. Daunt is highly experienced in the tourism marketing sector and shared her background and initial proposal for a “respectful visitor” centered strategy for the upcoming year.

Ms. Daunt touched on the current environment Big Bear is experiencing with heightened crowds since the beginning of the COVID pandemic. With increased visitation however, residents and guests alike have experienced decreased satisfaction. Residents are feeling a loss of peace and loss of community.

Ms. Daunt presented her project goals for her Visitor Marketing Strategy. There will be a focus on attracting “respectful visitors” rather than a focus on the number of visitors attracted. Spring, Summer, and Fall marketing will focus on high value overnight guests who are more likely to be respectful and spend their dollars on lodging, activities, dining, and more. The strategy will also look to balance the needs of our locals, and, address issues of tourism impacts.

**Motion by Manning to approve the Proposal from Ms. Daunt, seconded by Brewster.**

**AYES:** Lanza, Cecil, Brewster, Hafen, Manning

**NOES:** None

**ABSENT:** Goldsmith, Shoemaker

**ABSTAIN:** None

**2021/22 VISITORS MAGAZINE** - Nicole Bordges and Martha-Page Althaus presented the VBB Visitor Magazine proposal for 2021/22. The proposed changes and goals were previously vetted at the Marketing Committee Meeting.

This year, VBB is looking at added value with social media and Visitor Center kiosk placements for advertisers. VBB is looking to print 150,000 copies of the new Magazine. There will be assistance in the distribution strategy for guide placement.

Bordges and Althaus represent the same team that produced the 2020/21 Magazine, but are operating their own business now. The distribution should begin on Memorial Day Weekend.

**Motion by Manning to approve the Proposal from Wanderlust, seconded by Lanza.**

**AYES:** Lanza, Cecil, Brewster, Hafen, Manning

**NOES:** None

**ABSENT:** Goldsmith, Shoemaker

**ABSTAIN:** None

VBB has been shifting our marketing focus to the promotion of Care For Big Bear (respectful tourism) as traditional marketing efforts have been heavily reduced and modified during the pandemic.

The Inntopia booking engine has been turned on again with the lifting of the Governor’s stay at home order.

Easterby and Associates is seeking approval for a voluntary Partnership.

**Motion by Cecil to approve partnership, seconded by Brewster.**

**AYES:** Lanza, Cecil, Brewster, Hafen, Manning

**NOES:** None

**ABSENT:** Goldsmith, Shoemaker

**ABSTAIN:** None

Matt McCabe gave an update on the Visitor Center. Walk in visitation is down. Part of the reason for this was the quarantine closure of the VC, however phones, chats, and emails were still answered. VBB has a contingency plan in place should the VC staff go into quarantine again. Admin staff can and has stepped into the VC role when needed. The most recent shelter in place order also had an effect on walk in numbers.

### **1.3 Events – Will Weisfeld, Director**

- 2021 Events Grant Applications

Will Weisfeld discussed events plans for 2021. All events for 2020 were cancelled and no TBID grant money was ultimately given. Looking ahead, VBB has plans for a Fireworks show for Memorial Day and the 4<sup>th</sup> of July. Fishing for \$50K is also on the list.

Weisfeld expressed that VBB would like to accept grant applications for 2021 events.

Manning pitched an idea to organize a “Restaurant Week” type of event. This would drive locals and visitors to local eateries that have been hit hard by COVID restrictions. It would also fit with VBB’s support campaign of local restaurants.

Weisfeld will draw up project plans for the VBB Grill & Chill and Chili Cook-Off. Cecil expressed concern for two events on Memorial Day Weekend. Other Board members were supportive of events as they are to be outdoors. Contingency plans will be in place not only for COVID cancellations but also for the possibility of poor weather.

### **1.4 Approval of Board Meeting Minutes**

- Approve Board Meeting Minutes of December 17, 2020

**Motion by Cecil to approve, seconded by Lanza.**

**AYES:** Lanza, Cecil, Brewster, Hafen, Manning

**NOES:** None

**ABSENT:** Goldsmith, Shoemaker

**ABSTAIN:** None

### **1.5 CEO’s Report**

- TBID Renewal Update
- Committee Appointments
- Financial Report and Fund Balances

Michael Perry shared that the City Council voted 5-0 on moving forward with the TBID renewal. The next City Council meeting is February 8th and will discuss the terms of the TBID.

Mr. Perry recommended the appoint of Hafen, Lanza, Brewster, and Nick Cargill to a Technology Committee.

**Motion by Brewster to approve, seconded by Lanza.**

**AYES:** Lanza, Cecil, Brewster, Hafen, Manning

**NOES:** None

**ABSENT:** Goldsmith, Shoemaker

**ABSTAIN:** None

Mr. Perry recommended Board Member Brewster for appointment to the Operations and TBID Renewal Committees.

**Motion by Brewster to approve, seconded by Manning.**

**AYES:** Lanza, Cecil, Brewster, Hafen, Manning

**NOES:** None

**ABSENT:** Goldsmith, Shoemaker

**ABSTAIN:** None

Mr. Perry mentioned a letter from Mr. Jerry Buczek, a vacation rental owner, asking about a Board seat specifically for “self managed” vacation rentals. The Board discussed the opportunity for self-managed vacation rental owners to run for one of the 2 existing seats on the VBB Board. Next Election is 2022.

Monique Rangel commented that time share companies can also run for the traditional Board seat. An At-Large position is also available for non-lodging Partnership members of the VBB.

City Manager Frank Rush thanked the VBB for providing tourism impact mitigation in the form of dumpsters, porta potties and trash pickup by Nativescapes.

**Motion by Brewster to adjourn meeting, seconded by Lanza.**

**AYES:** Lanza, Cecil, Brewster, Hafen, Manning

**NOES:** None

**ABSENT:** Goldsmith, Shoemaker

**ABSTAIN:** None

**ADJOURNMENT** at 9:28 am

  
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Michael Perry, Board Secretary