

**VISIT BIG BEAR / TBID
NOTICE OF SPECIAL BOARD MEETING
February 25, 2021**

Special Session Board Meeting – 8 AM

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

Present: Loren Hafen, Nick Lanza, Clayton Shoemaker, JoAnn Cecil, Robert Manning, Danielle Goldsmith, Christie Brewster, Michael Perry, Sara Schacht, Monique Rangel, Will Weisfeld, Matt McCabe, Bynette Mote, Adriana Daunt, Judi Bowers, Ellen Clarke, Dennis Large, Cathy Herrick, Kim Hermon, Larry Vaupel, Barbara Olsen, Shauna Pomerleau, Maria, Mike, Dionne Olsen

OPEN SESSION

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

PLEDGE OF ALLEGIANCE – Lead by Michael Perry

ROLL CALL

PUBLIC COMMUNICATIONS:

Barbara Olsen inquired about the Inntopia connection for Big Bear lodging partners? Monique Rangel, Director of Operations informed the meeting that Visit Big Bear is working with Inntopia on MyAllocator connection. A call is scheduled for March 1st.

1. DISCUSSION/ACTION ITEMS

1.1 Approve Future Meeting Dates

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

Motion to approve meeting dates made by Robert Manning and seconded by Clayton Shoemaker.

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

NOES: none

ABSTAIN: none

ABSENT: none

1.2 Marketing & Operations - Monique Rangel, Director of Operations

- Marketing Strategic Plan – Update by Adriana Daunt
- Marketing Report / CARE for BIG BEAR Updates
- Operations and Visitors Center Updates
- Approve new Partners

Ms. Rangel announced new VBB partner applications for Board approval. Santa Land, a new tour attraction in The Village, and Lecia Gordon, a local realtor, have applied for voluntary partnership.

Motion to approve voluntary partnerships made by Jo Ann Cecil and seconded by Christie Brewster.

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

NOES: none

ABSTAIN: none

ABSENT: none

Adriena Daunt, VBB's Marketing Strategy consultant presented findings and notes from the discovery phase of her strategy plan. During the month of February, Daunt engaged in stakeholder interviews and consumer research. Contracts have been made with Buxton Research and AirDNA for collecting visitor data and profiles. Daunt and VBB may consider Trip Advisor for further research. The use of mobile phone tracking may also be used to collect data pertaining to events.

The next steps for Ms. Daunt are to analyze the research results to begin drafting the visitor marketing strategy. Areas of focus will be defining the ideal visitor, educating visitors on appropriate behavior, and helping residents understand that VBB is working to bring the best outcome for the community.

Ms. Rangel gave an update on the Care For Big Bear campaign. VBB is wrapping up campaign guidelines and visual guidelines with Gerrit Creps, the graphic designer on retainer for the project. The library of assets includes stickers and garments at this time. Sheet magnets are now displayed on Nativescapes work trucks as they continue their community cleanup this winter season. Large stickers have also been placed on the additional dumpsters VBB paid for during the winter season. The goal of these logo placements is brand/campaign awareness for C4BB.

The next steps for the C4BB campaign is programming. The discussion will involve the proper steps for getting visitors and locals involved in the programs that will be offered in the Valley.

Danielle Goldsmith asked if the Board will be involved in the campaign's direction? Ms. Rangel suggested adding this topic to an upcoming Board Marketing Committee meeting.

The Visitor Center staff is currently preparing a new retail area within the VC to include C4BB items.

1.3 Events – Will Weisfeld, Director

- Memorial Weekend – Grill & Chill with limited attendance, with COVID Protocols
- Memorial Weekend – May 31st Fireworks with no off hill marketing, with COVID Protocols
- July 4th Weekend – July 4th Fireworks, with COVID Protocols
- Fishing for \$50K in June, with COVID Protocols
- Chili Cookoff in July, with COVID Protocols

Mr. Weisfeld is seeking the Board's approval on Memorial Day events. It will be important to host the traditional Grill & Chill BBQ event as failing to do so will jeopardize the sanctioning that has been allocated for the Kansas City Championship. The event will include limited entry, no children's play area, and other COVID protocols. Thus far, 16 cook teams have signed on.

Motion to approve the Grill & Chill made by Robert Manning and seconded by Nick Lanza.

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

NOES: none

ABSTAIN: none

ABSENT: none

VBB is looking to host a May 31st Fireworks show dedicated for locals. The event is paid for and should the event not happen, the money allocated will be lost. Ms. Brewster inquired if this will become a new annual event. Mr. Perry said it will be a good test to gauge interest.

Mr. Perry reported that no off mountain advertising will be used to promote the May Fireworks. Local channels like the Grizzly and KBHR will be used locally.

Motion to approve May 31 Fireworks for Monday, May 31 made by Robert Manning and seconded by Jo Ann Cecil.

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

NOES: none

ABSTAIN: none

ABSENT: none

Motion to approve the July 4th Fireworks show made by Danielle Goldsmith and seconded by Christie Brewster.

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

NOES: none

ABSTAIN: none

ABSENT: none

1.4 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of January 28, 2021

Motion to Approve Board Meeting Minutes by Robert Manning and seconded by Jo Ann Cecil.

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

NOES: none

ABSTAIN: none

ABSENT: none

1.5 CEO's Report

- TBID Renewal – Board Approval of MOU with City Council
- Draft FY 2021/22 Budget Summary
- Financial Report and Fund Balances

Mr. Perry gave a recap on TBID progress. The current Proposal to the City is a 10 year term. Assessments on lodging companies and BBMR will remain the same. The 10 year Proposal is important so VBB can plan long term for marketing, staffing, and new events, an example being the Goldmine Music Festival among others. City Council has suggested that they will move to approve the TBID on March 8, though the term of the agreement has not been determined. New MOU guidelines with the City and VBB will allow City Council and VBB Board to update the MOU over time.

President Hafen read through the “deal points” of the MOU.

Motion to approve MOU with change made by Danielle Goldmith and seconded by Christie Brewster.

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

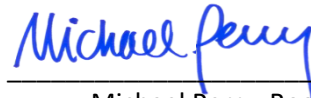
NOES: none

ABSTAIN: none

ABSENT: none

Mr. Perry shared the Draft FY 2021/2022 TBID Budget Summary and the allocation of the \$3M in TBID revenue. The Board expressed their support for the Draft.

ADJOURNMENT



Michael Perry, Board Secretary