

VISIT BIG BEAR / TBID
NOTICE OF SPECIAL BOARD MEETING
November 16, 2023

Present: Christie Brewster, Nick Cargill, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker; Michael Perry, Monique Rangel, Sara Schacht, Stephanie Castillo, John Jackson, Frank Forbes, Kylie Puckett

OPEN SESSION

CALL TO ORDER – 8:02 AM - President Loren Hafen

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMUNICATIONS:

None

1. DISCUSSION/ACTION ITEMS

1.1 Marketing and Operations – Monique Rangel, Chief Marketing Officer, Deputy CEO

- Winter Campaign

Rangel gave an overview of Visit Big Bear’s winter marketing campaign. The creative is still in progress and includes both snow, non-snow, and lodging marketing assets. Marketing creative will be distributed to paid search, paid social, GDN and Performance Max platforms.

An incremental contingency plan is also in place in case a low snow winter needs additional marketing effort.

This season’s slogan carries over from summer; Adventure Awaits – Elevate Your Winter. The focus for the creative centers on winter lifestyle imaging rather than skiing and snowboarding at the resorts. This messaging makes Big Bear more accessible and affordable to a wider audience.

‘Lodging for Everyone’ is the separate lodging campaign launched in tandem with VBB’s seasonal campaign.

- PR Update

Rangel shared recent Big Bear media placements made possible by VBB’s relationship with the BluBird PR company. A total of 53 placements included the fall season Oktoberfest, destination centric posts as well as TV and online placements.

The board was made aware that live broadcasts from Big Bear are difficult to secure and instead, news outlets are eager to receive b-roll and footage sent direct from destinations.

- Televisa

Televisa is the leading company for Mexican and Spanish language media. Through a Visit California partnership, VBB secured a placement with the outlet to influence a growing sector of Big Bear visitors from Mexico. Rangel shared the video used in the placement to run from September through November.

Nick Lanza supported staff's efforts to ramp up marketing focused on the Mexican and Hispanic demographic.

1.2 Events – Michael Perry, Interim Events Director

- Redrock 2024 Concert Series – Review Best, Reasonable, and Worst Case Scenarios

Perry shared the discussion the events committee had with BBMR regarding a music festival in partnership with Redrock Entertainment. Perry presented reasonable and best case scenarios regarding revenue for VBB. Income was based on ticket sales, maximum audience possible due to space, sponsorships and VBB investment numbers. Perry explained to the Board that a 3 concert series is more valuable to potential sponsors than a single event.

The Board discussed costs and risk assessment.

Moving forward, VBB will explore event services with Nederlander as well and compare the costs and ROI potential with Redrock.

1.3 Approve Future Meeting Dates

- December Events Committee Meeting --- 10 am, December 7, 2023
- December Marketing Committee Meeting – 11 am, December 7, 2023
- December Board Meeting - 8 am, December 14, 2023

Dates approved.

- New Partner Approvals

Stephanie Castillo presented two new VBB partnerships for Board approval - Yosemite Axe Throwing and newly opened Bear Necessities.

Motion to approve new partners moved by Danielle Goldsmith, seconded by Nick Cargill.

AYES: Goldsmith, Cargill, Lanza, Hafen, Clayton Shoemaker, Christie Brewster

NOES: None

ABSTAIN: None

ABSENT: None

1.4 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of August 24, 2023

- Approve Board Meeting Minutes of October 26, 2023

Motion to approve meeting minutes moved by Goldsmith, seconded by Lanza.

AYES: Goldsmith, Cargill, Lanza, Hafen, Clayton Shoemaker, Christie Brewster

NOES: None

ABSTAIN: None

ABSENT: None

Perry shared with the Board how a new board member will be chosen to fill the vacant Traditional Lodging seat. The December 14 Board Meeting will include a discussion with candidates.

VBB is also hunting for a new Events Director. Perry and incoming CEO Travis Scott have selected their choice of 4 candidates to interview Monday, Nov 20.

Perry also gave an update on the Visitor Center repairs needed after a flooding incident. New flooring and some wall repairs will run roughly \$15K. After VBB's insurance company contributes to the cost, final expenditures are expected to run \$2,500. The Board discussed their hesitation with the cost and ultimately decided that repairs needed to be done properly and professionally and approved the initial cost.

1.5 CLOSED SESSION PUBLIC COMMUNICATIONS:

None

1.6 CLOSED SESSION

EMPLOYEE PERFORMANCE EVALUATION pursuant to Government Code Section 54957

TITLE OF POSITION: Chief Executive Officer

1.7 RESULTS OF CLOSED SESSION

ADJOURNMENT

Michael Perry, Board Secretary