

VISIT BIG BEAR / TBID
NOTICE OF REGULAR BOARD MEETING
December 14, 2023

Present: Christie Brewster, Nick Cargill, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker, Travis Scott, Michael Perry, Monique Rangel, Sara Schacht, Stephanie Castillo, Frank Forbes, Frank Caruso, Darren Lake, Glen Jacklin

OPEN SESSION

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

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMUNICATIONS:

None

1. DISCUSSION/ACTION ITEMS

1.1 Vacant Traditional Lodging Board Seat

- Interview Candidates

Board conducted interviews for the vacant traditional lodging seat. Final candidates were Frank Caruso and Darren Lane.

*Applications for the vacant seat were previously emailed to TBID members and an initial vetting was completed by the board before this meeting.

Frank Caruso, owner and partner of Big Bear's new Sessions Retreat and Hotel, discussed the extensive remodel and vision of the former Wolf Creek Lodge. Caruso expressed the importance of integrating into the community as a business owner and resident. Sessions recently hosted the community's first Bear Crawl, a pub crawl fundraiser, in The Village to benefit Big Bear Alpine Zoo and a local family. Caruso's professional experience includes management and operations in hospitality in the San Diego area.

Darren Lane, manager of Black Forest Lodge, has successfully upgraded the reputation of the lodge over the years and has experienced the highs and lows of business during Big Bear's peak and shoulder seasons. Lane expressed that small business owners paying TBID want to better see VBB's value to them and where the marketing efforts are directed during slower/off-peak periods.

- Appoint Board Member

Board discussion of candidates plus suggestions to record all future board meetings, and to add background checks to future board appointments and elections. CEO, Travis Scott, will seek legal counsel for this before adding as a requirement for all future board considerations.

Motion to select Frank Caruso to fill the vacant traditional lodging seat made by Nick Lanza, seconded by Christie Brewster.

AYES: Hafen, Lanza, Brewster, Nick Cargill, Clayton Shoemaker, Danielle Goldsmith

NOES: None

ABSTAIN: None

ABSENT: None

1.2 CEO Travis Scott re IPW 2024 Los Angeles via Visit California

- Visit Big Bear to attend / present at IPW 2024 in Los Angeles May 3-7, 2024
- \$25K spend

Scott shared with the board the benefits of VBB attending this conference:

- Happening in California where Big Bear's main audience is located. Being visible in this travel marketing mix is important.
- Partnering with Visit California on attendance gives VBB the opportunity to host familiarization (FAM) tours following the event.
- VBB will also have the opportunity to speak directly with media on Big Bear as a destination.

Motion to approve VBB participation at IPW 2024 in Los Angeles in partnership with Visit California made by Goldsmith, seconded by Brewster.

AYES: Hafen, Lanza, Brewster, Nick Cargill, Clayton Shoemaker, Danielle Goldsmith

NOES: None

ABSTAIN: None

ABSENT: None

1.3 Approve Future Meeting Dates

- January Events Committee Meeting --- **10 am, January 18, 2023**
- January Marketing Committee Meeting – **11 am, January 18, 2023**
- January Board Meeting - **8 am, January 25, 2023**

Board request to change Events Committee Meeting to January 11 for a 2 hour minimum meeting. Caruso will sit on the events committee, filling the vacant seat.

1.4 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of November 16, 2023.

Lanza requested a change to language used in November minutes:

'Nick Lanza asked staff to ramp up marketing focused on the Mexican and Hispanic demographic.' CHANGE TO:

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

Motion to approve minutes made by Lanza, seconded by Goldsmith.

AYES: Hafen, Lanza, Brewster, Cargill, Goldsmith, Caruso

NOES: None

ABSTAIN: None

ABSENT: Shoemaker

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

Motion made by Lanza to make Travis Scott the Board Secretary, seconded by Brewster.

AYES: Hafen, Lanza, Brewster, Cargill, Goldsmith, Caruso

NOES: None

ABSTAIN: None

ABSENT: Shoemaker

1.7 RESULTS OF CLOSED SESSION

ADJOURNMENT - 10:10 AM

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 8th day of December 2023.

Travis Scott, Board Secretary