

VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
October 26, 2023

Location: In Person at Big Bear Visitors Center and via Zoom.

Present: Loren Hafen, Clayton Shoemaker, Christie Brewster, Nick Lanza, Danielle Goldsmith, Nick Cargill, Monique Rangel, Stephanie Castillo, Matt McCabe, Sara Schacht, Michael Perry, Frank Forbes, Adriana Daunt

Excused: None

OPEN SESSION

8:01 a.m. - CALL TO ORDER - President Loren Hafen

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMUNICATIONS: None

1. DISCUSSION/ACTION ITEMS

1.1 Presentation by Heather Rasmussen, VP - Creative Production, Redrock Entertainment

- <https://redrockla.com/>
- Proposed 2024 Concert Series

The Board thanked Ms. Rasmussen for her Presentation and directed the Events Committee of Lanza and Goldsmith, along with Board Member Shoemaker to meet with Ms. Rasmussen and CEO Perry to review projected costs and return to the Board with a Recommendation.

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

- Visitor Magazine Proposal from Wanderlust

The Board directed CMO Rangel to tell Wanderlust that Visit Big Bear will take the Magazine out for Proposals next year. Motion to approve the 2024 Production of the Visitors Magazine by Wanderlust, made by Lanza, seconded by Goldsmith.

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

NOES: None

ABSTAIN: None

ABSENT: None

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- Discover IE Ontario Airport Proposal

Motion to approve the Discover IE Proposal and the Sponsorship of the 2024 Discover Inland Empire Regional Summit, made by Lanza, seconded by Brewster.

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

NOES: None

ABSTAIN: None

ABSENT: None

1.3 Events – Michael Perry, Interim Events Director

Mr. Perry presented an Overview of 2024 Events: many small Events throughout the year - Wine Walks, Weekly Concerts (Parks, Xmas Tree), Art Shows. A few large Events – Grill & Chill, 4th of July, Spartan Race, Kodiak, Antique Car Show, Porsche Timeline. Some new Events – Redrock, Chili Cookoff, Comicon, Arts & Culture, Comedy Fest.

1.4 Approve Future Meeting Dates – The Board concurred with the following dates:

- November Events Committee Meeting with Heather Rasmussen and Clayton Shoemaker --- **1 pm, November 6, 2023**
- November Board Meeting - **8 am, November 16, 2023**
- 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**

1.5 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of August 24, 2023

The Board directed Staff to bring these Minutes back to the November Board Meeting for Approval.

1.6 CLOSED SESSION PUBLIC COMMUNICATIONS:

None.

1.7 CLOSED SESSION

EMPLOYEE PERFORMANCE EVALUATION pursuant to Government Code Section 54957
TITLE OF POSITION: Chief Executive Officer

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1.8 RESULTS OF CLOSED SESSION

Motion to approve an Agreement with Michael Perry for Interim Events Director Contract Services, made by Lanza, seconded by Goldsmith.

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

NOES: None

ABSTAIN: None

ABSENT: None

ADJOURNMENT - The Board adjourned at 9:58 am.