

**VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
February 23, 2023**

Special Session Board Meeting – 8:00 a.m.

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

Present: Christie Brewster, Nick Cargill, Danielle Goldsmith, Loren Hafen, Nick Lanza, Adriena Daunt, Frank Forbes, Jake Martin, Kathy Cook, Susie Schmeltzer, Monique Rangel, William Weisfeld, Michael Perry

Excused: Robert Manning, Clayton Shoemaker

OPEN SESSION

8:00 a.m. - CALL TO ORDER - President Loren Hafen

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMUNICATIONS: Comments from the public: None.

1. DISCUSSION/ACTION ITEMS

1.1 Marketing and Operations – Monique Rangel, Chief Marketing Officer reviewed:

- Marketing Update and 2022 Q4 Metrics Report – KPI Overview
- New Partners - Mountain Gifts, Oliver's Emporium, Big On Bears, Beary Bliss, Village Sports Bar

Motion to approve new members made by Lanza, seconded by Goldsmith.

AYES: Lanza, Brewster, Hafen, Cargill, Goldsmith

NOES: None

ABSENT: Manning, Shoemaker

1.2 Events – Will Weisfeld, Director presented:

- 6750' Comicon - Labor Day Weekend, 2023 - TBID Grant Application
- Holcomb Trail Run - June 10, 2023 - TBID Grant Application
- Greenjack Film Festival - TBID Grant Application,

Motion to approve Events Committee Recommendation for Comicon made by Lanza, seconded by Goldsmith.

AYES: Lanza, Brewster, Hafen, Cargill, Goldsmith

NOES: None

ABSENT: Manning, Shoemaker

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Motion to approve Events Committee Recommendation for Greenjack Film Festival made by Lanza, seconded by Goldsmith.

AYES: Lanza, Brewster, Hafen, Cargill, Goldsmith

NOES: None

ABSENT: Manning, Shoemaker

The Events Committee recommended that the Holcomb Trail Run return to the Events Committee for further consideration. The Board concurred.

1.3 FY 2023 Work Plans and Score Cards – Michael Perry, CEO reviewed:

- Draft 2023 Work Plans

Motion to approve the 2023 Work Plans made by Goldsmith, seconded by Lanza.

AYES: Lanza, Brewster, Hafen, Cargill, Goldsmith

NOES: None

ABSENT: Manning, Shoemaker

1.4 Approve Future Meeting Dates

- March Committee Meetings – 9 am to Noon, Thursday, March 16, 2023 (as needed)
- March Business Board Meeting – 8 am to 10 am, Thursday, March 23, 2023 - In Person
- April Committee Meetings – 9 am to Noon, Thursday, April 20, 2023 (as needed)
- April Business Board Meeting – 8 am to 9 am, Thursday, April 27, 2023 - In Person
- Strategic Marketing Board Meeting - 9 am to Noon, Thursday, April 27, 2023 - In Person
- Annual Membership Meeting – 6 pm, Thursday, May 11, 2023 - The Lodge Holiday Inn

The Board concurred with the Future Meetings Date.

1.5 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of January 26, 2023

Motion to approve the January 26, 2023 Minutes made by Goldsmith, seconded by Lanza.

AYES: Lanza, Brewster, Hafen, Cargill, Goldsmith

NOES: None

ABSENT: Manning, Shoemaker

ADJOURNMENT – The Board adjourned at 10:05 p.m.