

**VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING**

March 30, 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, Frank Forbes, Susie Schmeltzer, Chris Barnes, Hillcrest Lodge Owners, Monique Rangel, Matt McCabe, William Weisfeld, Michael Perry

Excused: Clayton Shoemaker, Robert Manning

OPEN SESSION

8:02 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

Ms. Rangel provided an update on Marketing, the Spring Campaign, the IE Magazine cover, staff attendance at the Discover IE Summit. Ms. Rangel answered questions from the Board Members.

1.2 Events – Will Weisfeld, Director

Mr. Weisfeld presented the TBID Grant Applications for:

- Tour de Big Bear
- Holcomb Trail Run
- 2023 MWD Fish Plant

The Board agreed to not provide a TBID Grant to Tour de Big Bear in 2023 and asked Mr. Barnes to work with Mr. Perry re: a Community Events Grant for the family activities at Bear Mtn Resort.

**VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
March 30, 2023**

Motion to approve TBID Grant for Holcomb Trail Run for \$12,500 with \$15,000 Marketing by VBB, made by Lanza, seconded by Goldsmith.

AYES: Brewster, Hafen, Cargill, Goldsmith, Lanza

NOES: None

ABSENT: Manning, Shoemaker

Motion to approve TBID Grant for MWD Fish Plant for \$50,000 made by Goldsmith, seconded by Brewster.

AYES: Brewster, Hafen, Cargill, Goldsmith, Lanza

NOES: None

ABSENT: Manning, Shoemaker

1.3 Budget, Fireworks, Booking RFP – Michael Perry, CEO

Mr. Perry presented the draft FY 2023/24 Budget and answered the Board Member's questions.

Motion to approve the FY 2023/24 Budget made by Lanza, seconded by Cargill.

AYES: Brewster, Hafen, Cargill, Goldsmith, Lanza

NOES: None

ABSENT: Manning, Shoemaker

The Board discussed the CEO's spending authority.

Motion to approve the CEO's spending authority for \$5,000 made by Lanza, seconded by Cargill.

AYES: Brewster, Cargill, Goldsmith, Lanza

NOES: Hafen

ABSENT: Manning, Shoemaker

Mr. Perry presented the Contracts with Pyro Spectacular for: Memorial Sunday and 4th of July Fireworks Shows.

Motion to approve the Memorial Show for \$55,000 and the 4th Show for \$85,000 made by Goldsmith, seconded by Brewster.

AYES: Brewster, Hafen, Cargill, Goldsmith, Lanza

NOES: None

ABSENT: Manning, Shoemaker

Mr. Perry provided an update on the Booking System RFP.

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MINUTES OF SPECIAL BOARD MEETING
March 30, 2023

1.4 Approve Future Meeting Dates

- 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**, Thurs, April 27, 2023 - In Person
- **Annual Membership Meeting** – 6 pm, Thursday, May 11, 2023 - The Lodge Holiday Inn

The Board approved the Future Meeting Dates by consensus.

1.5 Approval of Board Meeting Minutes

Motion to approve the Board Minutes of February 23, 2023 made by Brewster, seconded by Cargill.

AYES: Brewster, Hafen, Cargill, Goldsmith, Lanza

NOES: None

ABSENT: Manning, Shoemaker

ADJOURNMENT – The Board adjourned at 10:03 p.m.