

VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
April 27, 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, Loren Hafen, Nick Lanza, Paul Huddle, Susie Schmeltzer, Monique Rangel, William Weisfeld, Michael Perry

Excused: Danielle Goldsmith, Clayton Shoemaker, Robert Manning

OPEN SESSION

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

PLEDGE OF ALLEGIANCE

ROLL CALL

Please Note: Agenda items may be moved at the discretion of the Board.

PUBLIC COMMUNICATIONS:

(Public comment is permitted only on items **not** on the posted agenda that are within the subject matter jurisdiction of Visit Big Bear. Please note that State law prohibits the Visit Big Bear Board from taking any action on items not listed on the agenda. There is a three minute maximum time limit when addressing the Board during this time period.)

1. DISCUSSION/ACTION ITEMS

1.1 Marketing and Operations – Monique Rangel, Chief Marketing Officer

9 am – Adriena Daunt presented the draft 2023 Strategic Marketing Plan. The Board Members conducted an extensive discussion with Adriena and staff re: the Strategic Marketing Plan.

Motion to approve the 2023 Strategic Marketing Plan, made by Cargill, seconded by Hafen.

AYES: Brewster, Hafen, Cargill, Lanza

NOES: None

ABSENT: Goldsmith, Manning, Shoemaker

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MINUTES OF SPECIAL BOARD MEETING
April 27, 2023

1.2 Events – Will Weisfeld, Director

Kodiak Ultra Marathons / UTMB - TBID Grant – Approval recommended by Events Committee

The Board Members discussed the requested Grant with Staff, Paul Huddle from Ironman and Susie Schmelzer from Kodiak Ultramarathon.

Motion to approve TBID Grant for Ironman / UTMB / Kodiak Ultramarathon, made by Lanza, seconded by Brewster.

AYES: Brewster, Hafen, Cargill, Lanza

NOES: None

ABSENT: Goldsmith, Manning, Shoemaker

Music in the Mountains - TBID Grant – Approval recommended by Events Committee

The Board Members discussed the requested Music in the Mountains Grant with Staff.

Motion to approve TBID Grant for Music in the Mountains, made by Lanza, seconded by Cargill.

AYES: Brewster, Hafen, Cargill, Lanza

NOES: None

ABSENT: Goldsmith, Manning, Shoemaker

MWD Carp Roundup - TBID Grant – Approval recommended by Events Committee

The Board Members discussed the requested Carp Roundup Grant with Staff.

Motion to approve a \$10,000 TBID Marketing Grant for MWD Carp Roundup, made by Lanza, seconded by Brewster.

AYES: Brewster, Hafen, Cargill, Lanza

NOES: None

ABSENT: Goldsmith, Manning, Shoemaker

Greenjack Film Festival High Impact Grant - Approval recommended by Events Committee

The Board Members discussed the requested Greenjack Grant with Staff.

Motion to approve a \$10,000 TBID Celebrity Grant for Greenjack Film Festival, made by Lanza, seconded by Cargill.

AYES: Brewster, Hafen, Cargill, Lanza

NOES: None

ABSENT: Goldsmith, Manning, Shoemaker

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April 27, 2023

1.3 Valleywide Hospitality, Chamber MOU, CEO Recruitment Position Description – Michael Perry, CEO

Board Member Lanza presented his ideas re: improving Valleywide Hospitality. President Hafen asked that this topic be included in the Operations Committee meeting with the Chamber of Commerce re: renewing their MOU.

Big Bear Chamber - Memorandum of Understanding. President Hafen asked the Operations Committee to meet with the Chamber reps and discuss / review their request to renew their MOU and bring back a recommendation to the Board.

CEO's Recruitment Position Description. The Board reviewed and discussed the draft Position Description.

Motion to approve the CEO's Recruitment Position Description, made by Lanza, seconded by Cargill.

AYES: Brewster, Hafen, Cargill, Lanza

NOES: None

ABSENT: Goldsmith, Manning, Shoemaker

1.4 Approve Future Meeting Dates

- **Annual Membership Meeting** – 6 pm, Thursday, May 11, 2023 - The Lodge Holiday Inn
- **May Committee Meetings** – May 18, 2023, times TBD
- **May Board Meeting** – May 25, 2023, 8 am

The Board concurred with the future meeting dates.

1.5 Approval of Board Meeting Minutes

Approve Board Meeting Minutes of March 30, 2023

Motion to approve the March 30, 2023 Minutes, made by Brewster, seconded by Lanza.

AYES: Brewster, Hafen, Cargill, Lanza

NOES: None

ABSENT: Goldsmith, Manning, Shoemaker

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