

VISIT BIG BEAR / TBID

MINUTES OF SPECIAL BOARD MEETING

June 22, 2023

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

Present: Danielle Goldsmith, Christie Brewster, Nick Cargill, Loren Hafen, Nick Lanza, Monique Rangel, William Weisfeld, Stephanie Castillo, Matt McCabe, Sean Sullivan, Ellen Clarke, Erik Sund, Michael Perry

Excused: Clayton Shoemaker

OPEN SESSION

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

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMUNICATIONS: None

1. DISCUSSION/ACTION ITEMS

1.1 Presentation by Sean Sullivan, City of Big Bear Lake, Director of Public Services

- Approval of Tourism Related Improvement Fund contribution to the Stanfield Restroom

Motion to approve \$125,000 contribution for the construction of the Stanfield Restroom, made by Lanza, seconded by Goldsmith.

AYES: Brewster, Hafen, Cargill, Lanza, Goldsmith

NOES: None

ABSENT: Shoemaker

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

- CEO Perry thanked all Visit Big Bear Staff for all their hard work during our “busy” season:
 - Annual Membership Meeting
 - Grill and Chill Memorial Weekend Event
 - Memorial Weekend Fireworks
 - Fishin for \$50K Event
 - 4th of July Fireworks
- Marketing Update by Monique Rangel and Adriana Daunt

1.3 Events – Will Weisfeld, Director

- Future Events Update – Will Weisfeld presented the Events for Fall and Spring Shoulder Seasons. The Board concurred with the top 8 Future Events and added High Altitude Training
- Adventure Van Expo – TBID Grant Application

Motion to approve \$5,000 TBID Grant for Adventure Van Expo, made by Lanza, seconded by Brewster.

AYES: Brewster, Hafen, Cargill, Lanza, Goldsmith

NOES: None

ABSENT: Shoemaker

VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING

1.4 CEO's Report – Michael Perry, CEO

- Update on the Village Wine Walk and the Chamber's Moonridge Mondays
- The Board concurred with the proposed Big Bear Guest Experience Program (GEP) / NPS
- Approve 2024 Chamber of Commerce Memorandum of Understanding (MOU)

Motion to approve Chamber MOU, made by Lanza, seconded by Brewster.

AYES: Brewster, Hafen, Cargill, Lanza, Goldsmith

NOES: None

ABSENT: Shoemaker

- Accept Resignation of Board Member Robert Manning and direct CEO to advertise for his replacement

Motion to approve \$5,000 TBID Grant for Adventure Van Expo, made by Lanza, seconded by Goldsmith.

AYES: Brewster, Hafen, Cargill, Lanza, Goldsmith

NOES: None

ABSENT: Shoemaker

- Approve re-ordering of the Visit Big Bear Z Map

Motion to approve ZMap purchase, made by Goldsmith, seconded by Lanza.

AYES: Brewster, Hafen, Cargill, Lanza, Goldsmith

NOES: None

ABSENT: Shoemaker

1.5 Approve Future Meeting Dates

- July Events Committee Meeting --- 10 am - Noon, July 19, 2023
- July Committee Meetings - July 13, 2023, times TBD
- July Board Meeting – 8 am, July 20, 2023

The Board concurred with the Future Meeting dates.

1.6 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of May 25, 2023

The Board asked that the May 25, 2023 Minutes be brought back to the next meeting for approval.

1.7 CLOSED SESSION PUBLIC COMMUNICATIONS: None

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

1.8 CLOSED SESSION

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

1.9 RESULTS OF CLOSED SESSION: No action was taken.

ADJOURNMENT - The Board adjourned at 10:57 am.