

VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
July 20, 2023

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

Present: Danielle Goldsmith, Christie Brewster, Nick Cargill, Clayton Shoemaker, Nick Lanza, Monique Rangel, William Weisfeld, Stephanie Castillo, Matt McCabe, Erik Sund, Michael Perry, Mike Stevenson, Sandy Steers, Sandy Benson, Barbara Olsen, Dione Olsen, Frank Forbes, Susie Schmelzer, Blake Cauthen, Kathy Cook, Adriana Daunt, Shauna Pomerleau

Excused: Loren Hafen

OPEN SESSION

8:03 a.m. - CALL TO ORDER - First Vice President Clayton Shoemaker

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMUNICATIONS: None

1. DISCUSSION/ACTION ITEMS

1.1 Presentation by Sandy Steers, Friends of Big Bear Valley

- Impact of Fireworks Shows on Wildlife

Sandy Steers gave a presentation on the impacts of fireworks displays on surrounding wildlife. Steers asked the Board to consider alternative celebrations for Memorial Day, July 4th, and Labor Day - like parades or drone shows.

Vice President Shoemaker directed Staff to have this issue discussed by the Events Committee.

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

- Marketing Update

Chief Marketing Officer Monique Rangel gave an update on summer marketing efforts. Ms. Rangel explained that summer visitation is down in Big Bear and destinations across the state and nation are seeing similar declines as the economy slows and people become more cautious with their spending.

To respond, Visit Big Bear has tapped into their incremental spend budget to help boost marketing in the LA and San Diego areas.

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Vice President Shoemaker asked about employing billboards off mountain. Ms. Rangel explained that billboards have not been part of the marketing mix for a while due to data pulled from previous marketing studies that showed our target demographics were better suited to other marketing channels.

1.3 Events – Will Weisfeld, Director

- Future Events Update – Events for Fall and Spring Shoulder Seasons

Director of Events Will Weisfeld presented an update of 2024 events that Visit Big Bear has in the pipeline. Potential new events include a Comicon, Tough Mudder, and Nederlander music event.

VBB is also looking to develop ideas for a Village Wine Walk and Arts Festival. Nick Cargill recommended looking into an ‘E’ Festival to showcase green resources and ecofriendly businesses.

The Board discussed other matters like VBB’s role in successful events, i.e. Tour de Big Bear. The role should be marketing rather than monetary. Vice President Shoemaker also added that the ‘shoulder’ seasons needed to be reviewed. August is not peak a summer month any longer.

1.4 Presentation by Mike Luyties, LocalOTA

- LocalOTA Booking System

The Board has decided that the VBB website is in need of a new booking engine. The Board’s Committee of Cargill and Brewster interviewed possible candidates and recommends LocalOTA. Mike Luyties addressed the board about this separate platform, its focus on the merchant and guest experience, and how listings are crawled for Google rankings. The goal is to be up and running by Oct 1.

Motion to authorize the Committee to negotiate a Contract with LocalOTA and for the CEO to sign the Contract, made by Lanza, seconded by Cargill.

AYES: All

NOES: None

ABSTAIN: None

ABSENT: Loren Hafen

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1.5 Approve Future Meeting Dates

- August Events Committee Meeting --- 10 am, August 17, 2023
- August Marketing Committee Meetings – 11 am, August 17, 2023
- August Board Meeting – 8 am, August 24, 2023

The Board concurred with the future meeting dates.

1.6 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of May 25, 2023 and June 22, 2023

Motion made by Shoemaker, seconded by Goldsmith to approve May/June Meeting Minutes.

AYES: All

NOES: None

ABSTAIN: None

ABSENT: Loren Hafen

ADJOURNMENT - The Board adjourned at 9:57 am.