

VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
August 24, 2023

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

Present: Loren Hafen, Danielle Goldsmith, Nick Cargill, Nick Lanza, Monique Rangel, William Weisfeld, Stephanie Castillo, Matt McCabe, Erik Sund, Michael Perry, Frank Forbes, Adriana Daunt, Beth Wheat, Eric Emery

Excused: Clayton Shoemaker, Christie Brewster

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 Beth Wheat and Eric Emery, Big Bear Theater Project and Arts Council

- The Board asked CEO Perry and Events Director Weisfeld to work with Ms. Wheat and Mr. Emery to create a Proposal to establish Big Bear as an Arts and Culture Destination for Tourism and return to the Board with a presentation of the Proposal.

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

- Ms. Rangel presented her Marketing Update.

1.3 Events – Will Weisfeld, Director

- Mr. Weisfeld presented the proposed contract with Placer.ai for Events Attendance / Demographics Data Services

Motion to authorize a one-year contract with Placer.ai for \$25,000, made by Lanza, seconded by Goldsmith.

AYES: Hafen, Lanza, Goldsmith, Cargill

NOES: None

ABSTAIN: None

ABSENT: Shoemaker, Brewster

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1.4 Visitors Center Parking Lot

- CEO Perry presented his Proposals to Seal Coat, Stripe and Landscape the Planters in the Visitors Center Parking Lot.
- The Board directed Mr. Perry to proceed with the Seal Coat and Striping and wait on any landscaping until 2024.

1.5 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of July 20, 2023

Motion to approve the Minutes, made by Goldsmith, seconded by Cargill.

AYES: Hafen, Lanza, Goldsmith, Cargill

NOES: None

ABSTAIN: None

ABSENT: Shoemaker, Brewster

1.6 Presentation by Greg Shapiro, President & Taylor Ander, Director - Tempest, VBB Website provider

- Mr. Shapiro and Ms. Ander presented the Tempest Website proposed Technology and Features Upgrades
- The Board directed Staff to wait until 2024 to consider the upgrades.

1.7 CLOSED SESSION PUBLIC COMMUNICATIONS:

None.

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 in Closed Session.

ADJOURNMENT - The Board adjourned at 10:08 am.