

VISIT BIG BEAR / TBID
NOTICE OF SPECIAL BOARD MEETING
February 23, 2023

To: Christie Brewster, Nick Cargill, Danielle Goldsmith, Loren Hafen, Nick Lanza, Robert Manning, Clayton Shoemaker; Ryan Orr; Rick Herrick; John Phane; ET Russell; Kelly Ent; Michael Perry

Special Session **Board Meeting – 8:00 a.m. Open Session**

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

NOTICE IS HEREBY GIVEN that Visit Big Bear will be conducting the February 23, 2023, 8:00 a.m. Special Board Meeting In-Person at the Big Bear Visitors Center, 40824 Big Bear Blvd, Big Bear Lake, CA 92315 and via Zoom. The video link / conference call number will only be active for the meeting on Thursday, February 23, 2023.

Please use this link and number – the video link is <https://zoom.us/j/4403166685> and the call-in number is: 1 669 900 6833 Meeting ID: 440 316 6685. Said Special Meeting is being called pursuant to Section 54956 of the Government Code of the State of California for the purpose of considering the following matters:

OPEN SESSION

8:00 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

- **Marketing Update and 2022 Q4 Metrics Report – KPI Overview**
- **New Partners - Mountain Gifts, Oliver's Emporium, Big On Bears, Beary Bliss**

Recommendation: Discussion, Board Action and Direction to Staff

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1.2 Events – Will Weisfeld, Director

- 6750' Comicon - Labor Day Weekend, 2023 - TBID Grant Application
- Holcomb Trail Run - June 10, 2023 - TBID Grant Application
- Greenjack Film Festival - TBID Grant Application,

Recommendation: Discussion, Board Action and Direction to Staff

1.3 FY 2023 Work Plans and Score Cards – Michael Perry, CEO

- Review, comment, revise and approve Draft Work Plans and Score Cards

Recommendation: Discussion, Board Action and Direction to Staff

1.4 Approve Future Meeting Dates

- March Committee Meetings – 9 am to Noon, Thursday, March 16, 2023 (as needed)
- March Business Board Meeting – 8 am to 10 am, Thursday, March 23, 2023 - In Person
- 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**, Thursday, April 27, 2023 - In Person
- **Annual Membership Meeting** – 6 pm, Thursday, May 11, 2023 - The Lodge Holiday Inn

Recommendation: Approve Future Meeting Dates.

1.5 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of January 26, 2023

Recommendation: Approve Board Meeting Minutes.

ADJOURNMENT

I hereby certify under penalty of perjury, under the laws of the State of California, that the foregoing agenda was posted in accordance with the applicable legal requirements. Dated this 21st day of February 2023.



Michael Perry, Board Secretary

Visit Big Bear wishes to make its public meetings accessible to the public. If you need special assistance to participate in this meeting, please contact the Office at (909) 866-6190. Notification 72 hours prior to the meeting will enable Visit Big Bear to make reasonable arrangements to ensure accessibility to this meeting.