

VISIT BIG BEAR / TBID
NOTICE OF SPECIAL BOARD MEETING
June 22, 2023

To: Christie Brewster, Nick Cargill, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker; Ryan Orr, Grizzly; Rick Herrick, KBHR; 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 June 22, 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, June 22, 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 Presentation by Sean Sullivan, City of Big Bear Lake, Director of Public Services

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

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

- Thanks to 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

Recommendation: Discussion, Board Action and Direction to Staff

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1.3 Events – Will Weisfeld, Director

- Future Events Update – Events for Fall and Spring Shoulder Seasons
- Adventure Van Expo – TBID Grant Application

Recommendation: Discussion, Board Action and Direction to Staff

1.4 CEO's Report – Michael Perry, CEO

- Update on the Village Wine Walk and the Chamber's Moonridge Mondays
- Discuss the proposed Big Bear Guest Experience Program (GEP) / NPS as the KPI
- Approve 2024 Chamber of Commerce Memorandum of Understanding (MOU)
- Accept Resignation of Board Member Robert Manning and direct CEO to advertise for his replacement
- Approve re-ordering of the Visit Big Bear Z Map

Recommendation: Discussion, Board Action and Direction to Staff

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

Recommendation: Approve Future Meeting Dates.

1.6 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of May 25, 2023

Recommendation: Approve Board Meeting Minutes.

1.7 CLOSED SESSION PUBLIC COMMUNICATIONS:

(Any member of the public is entitled to speak on Closed Session Agenda items. If you wish to address the Board on items listed on this Closed Session Agenda, you must do so during this Open Session Agenda item)

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

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 19th day of June 2023.



Michael Perry, Board Secretary