

VISIT BIG BEAR / TBID
NOTICE OF SPECIAL BOARD MEETING
August 24, 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 August 24, 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, August 24, 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 Beth Wheat and Eric Emery, Big Bear Theater Project and Arts Council

- Establish Big Bear as an Arts and Culture Destination for Tourism

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

- Marketing Update

Recommendation: Discussion, Board Action and Direction to Staff

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1.3 Events – Will Weisfeld, Director

- Placer.ai Proposal for Events Attendance / Demographics Data Services

Recommendation: Discussion, Board Action and Direction to Staff

1.4 Visitors Center Parking Lot

- Proposals to Seal Coat, Stripe and Landscape the Planters

Recommendation: Discussion, Board Action and Direction to Staff

1.5 Approve Future Meeting Dates

- September Events Committee Meeting --- **9 am, September 21, 2023**
- September Marketing Committee Meetings – **11 am, September 21, 2023**
- September Board Meeting – **8 am, September 28, 2023**

Recommendation: Approve Future Meeting Dates.

1.6 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of July 20, 2023

Recommendation: Approve Board Meeting Minutes.

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

- Technology and Features Upgrades

Recommendation: Discussion, Board Action and Direction to Staff

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1.8 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)

1.9 CLOSED SESSION

EMPLOYEE PERFORMANCE EVALUATION pursuant to Government Code Section 54957

TITLE OF POSITION: Chief Executive Officer

2.0 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 21stth day of August 2023.



Michael Perry, Board Secretary