

**VISIT BIG BEAR / TBID**  
**NOTICE OF REGULAR BOARD MEETING**  
**January 25, 2024**

To: Christie Brewster, Nick Cargill, Frank Caruso Danielle Goldsmith, Loren Hafen, Nick Lanza and, Clayton Shoemaker

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 January Special Board Meeting In-Person at the Big Bear Visitors Center, 40824 Big Bear Blvd, Big Bear Lake, CA 92315 and via Zoom at 8 AM. The video link / conference call number will only be active for the meeting on Thursday, January 25, 2024.

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.)

CONSENT:

- APPROVE: December 2023 Board Meeting Minutes

- **1.0 DISCUSSION/ACTION ITEMS**

- 1.1 Big Bear Theatre Project – Presented by Beth Wheat**

- View Presentation

**Recommendation: Discussion and Board Action**

- 1.2 Highlander U.S. Event**

- Event Committee support: \$5,000
    - Remainder funding need: \$15,000

**Recommendation: Discussion and Board Action**

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**1.3 Winter/Early Spring Content Collection & Photo Shoot**

- Total ask: \$99,477.18 all-inclusive for 3-day shoot.

**Recommendation from Marketing Committee: APPROVE**

**1.4 Winter/Early Spring Campaign**

- Discussion and Approval of Spend

**Recommendation from Marketing Committee: APPROVE**

**1.5 Future Meeting Dates:**

- Marketing & Events Committee
  - February:
    - Events: 2/15/24 9AM
    - Marketing: 2/15/24 11AM
- BoD:
  - February 29 & March 28, 2024 @ 8AM
  - ANNUAL MEETING: April 25, 2024 – Details TBD

**Recommendation: Discussion and Board Action**

**1.6 BBLRA Bank Accounts**

- Update signature cards at First Foundation and Home Street with current signers/BoD & CEO

**Recommendation: Discussion and Board Action**

**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 Open Session Agenda)

**2.0 CLOSED SESSION**

**2.1 EMPLOYEE PERFORMANCE EVALUATION** pursuant to Government Code Section 54957  
TITLE OF POSITION: Chief Executive Officer

**2.2 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 25th day of January 2024.



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Travis Scott, 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.*