

VISIT BIG BEAR / TBID

MINUTES OF REGULAR BOARD MEETING

MARCH 27, 2025

Regular Session Board Meeting – 8:00 a.m. Open Session
Location: In Person at Big Bear Visitors Center and via Zoom.

8:00 a.m. - CALL TO ORDER – President, Loren Hafen

PLEDGE OF ALLEGIANCE

ROLL CALL: Christie Brewster, Nick Cargill, Frank Caruso, Danielle Goldsmith, Loren Hafen, Nick Lanza, Absent: Clayton Shoemaker, Zoom attendees and VBB staff

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.)

- No communications filed

1. DISCUSSION/ACTION ITEMS

1.1 Approval of Meeting Minutes: 2.27.2025

Motion to approve 2.27.25 BoD meeting minutes made by Daniel Goldsmith, seconded by Frank Caruso.

AYES: Loren Hafen, Christie Brewster, Nick Lanza, Nick Cargill

NOES: None

ABSTAIN: None

ABSENT: Clayton Showmaker

1.2 Cal Poly SLO Experience Industry Management Program Destination Audit – Presented by Travis Scott

- Recommendation: Review & Approve Minutes
- A guest service audit will be conducted by Cal Poly students in May/June, covering guest service, destination infrastructure, and long-term development. The audit, costing \$8,581, aims to foster a long-term relationship with the university, potentially leading to internship programs and technology implementation.

Motion to approve Cal Poly Experience made by Nick Lanza, seconded Daniel Goldsmith.

AYES: Loren Hafen, Frank Caruso, Nick Lanza, Nick Cargill

NOES: None

ABSTAIN: None

ABSENT: Clayton Shoemaker

2. INFORMATIONAL:

2.1 Topline Analytics Review – Presented by Karla Reed

- Social media activity, including Instagram, Facebook, and TikTok, has seen significant increases in views, reach, interactions, and followers over the past 30 days. This growth aligns with the strategic plan to utilize social tools to drive traffic and conversions.
- Website analytics show February session numbers are down due to halted paid advertising, but engagement rates are high year-over-year, indicating a better targeted market. Organic search

engagement metrics improved, and traffic declined during the migration from Tempest to in-house SEO.

- Key data analytics show an increase in average daily rates for short-term rentals in March compared to the previous year. This data is being used to break out of long-term marketing patterns and drive marketing efforts.
- Overall user sentiment trends higher than Mammoth, with hospitality at 82.3 and attractions at 79.2. Sentiment around transportation and short-term rentals is positive, while entertainment is neutral.

2.2 Department Updates/Reports:

- Administration & Operations – Karla Reed
 - Significant progress has been made across multiple initiatives, including technology and infrastructure advancements, financial system improvements, and operational efficiencies. Key achievements include updating the TrueOmni project, deploying kiosk technology, upgrading the network infrastructure, and implementing a new financial system. Additionally, efforts are being made to enhance marketing and digital presence, optimize content, and develop standardized operating procedures (SOPs) for improved consistency and efficiency.
- Engagement (Marketing, Events & Content) – Damien Navarro (1:02:00 – 1:30:00)
 - The company has shifted its culture to embrace data-driven decision-making, using it to iterate and optimize strategies. This includes reevaluating the paid media budget, focusing on organic content creation, and leveraging partnerships with creators and hospitality partners. The company is also exploring ways to enhance its web presence, rebuild leads through radio and media relationships, and potentially experiment with a PR team specifically focused on events. Big Bear's marketing strategy focuses on data-driven collaborations with hospitality partners and businesses to create diverse and engaging events. This includes expanding beyond traditional winter activities to highlight Big Bear's culinary scene, wilderness wellness, and off-peak offerings. The goal is to attract a broader audience, including locals, by showcasing Big Bear's unique experiences and fostering a sense of community.
 - Big Bear Lake is expanding its footprint and focusing on storytelling for spring break, including wilderness wellness and a polar plunge event. The polar plunge has received positive press coverage and engagement from a local radio station. Restaurant Week is also underway, with more updates to come next week.
 - In two months, public relations achieved 9.1 billion impressions and 909 placements, nearly surpassing the entire year's results of 9.6 billion impressions and 67 placements.

2.3 Annual Meeting **Planning Update/Overview** – Travis Scott

- April 24, 2025 5:00PM at the Event Center at Destination Big Bear

3.3 Committee Meetings:

- Event Committee & Marketing Committee: April 17, 2025 @ 8AM - 11AM

3. **ADJOURNMENT:**

- Danielle Goldsmith motions to adjourn @9:43am