

# **VISIT BIG BEAR / TBID**

## **MINUTES OF REGULAR BOARD MEETING**

### **February 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, Clayton Shoemaker, Zoom guests

#### **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.)

- Public comment from Ted Trentman: I am currently in discussions with Big Bear Fitness about the potential to offer a membership that vacation rental homeowners could provide as an amenity for their guests. Additionally, it may be beneficial to connect with other local business owners in Big Bear who offer memberships for activities like the Pirate Ship or Alpine Slide to gauge their interest in participating. ☐
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#### **1. Presentation by Wade Reeser**

- 1.1 Discussed the challenging winter season, marked by warmer-than-usual temperatures and minimal precipitation, which made it difficult to produce artificial snow. Despite these challenges, there is hope to keep one or two resorts open until Easter.
- 1.2 A proposal for a new "True Flag" hotel to be built on the Snow Summit property was presented. The hotel will feature at least 150 rooms, a restaurant, an outdoor swimming pool, and a conference room, to name a few amenities. There was significant interest in expanding the size of the conference room.

#### **2. DISCUSSION/ACTION ITEMS**

- 2.1 Approval of Meeting Minutes: 1.23.25
  - Recommendation: Review & Approve Minutes

**Motion to approve 1.23.25 BoD meeting minutes made by Daniel Goldsmith, seconded by Christie Brewster.**

**AYES: Loren Hafen, Frank Caruso, Nick Lanza, Nick Cargill, Clayton Shoemaker**

**NOES: None**

**ABSTAIN: None**

**ABSENT: None**

- 2.2 Marketing & Events Plan 2025-2026 – Presented by Damien Navarro
  - Recommendation: Review & Approve
    - A new branding strategy for Big Bear Lake aims to highlight its authentic, untouched, and adventure-driven Alpine escape. The strategy will focus on key categories like the lake,

trails, arts, and holidays, emphasizing conservation, culture, and wellness. The marketing approach will incorporate retro aesthetics, nostalgia, and interactive social media content to engage the target audience. A comprehensive marketing strategy is being implemented to increase brand awareness and engagement. This includes social media growth, website optimization, and partnerships with local businesses and influencers. The focus is on storytelling, highlighting the community, and creating authentic content that resonates with the target audience. Visit Big Bear is focusing on increasing local engagement and tourism through event marketing and experiential activations. They are partnering with local businesses and organizations to host signature events throughout the year, such as polar plunge, Big Bear Theatre Project and Lake Fest. Additionally, they are implementing a loyalty program, digital billboards, and targeted advertising to drive conversions and increase brand recognition.

**Motion to approve Strategic Marketing Plan as presented made by Nick Lanza, seconded by Clayton Shoemaker.**

**Table the approval until the budget is presented.**

**2.3 Fiscal Year 2025-2026 Budget – Presented by Travis Scott**

- Recommendation: Review & Approve
  - A conservative budget was created with a focus on long-term financial stability. Expenses were reduced in the administrative department, while investments were made in the booking engine and events, which are considered marketing investments. Expenses were reduced by 11.97%, resulting in a profit that can be added to reserves. Detailed workbooks are available for review.

**Motion to approve Strategic Marketing Plan and 25/26 Budget as presented made by Nick Lanza, seconded by Clayton Shoemaker.**

**AYES: Christie Brewster, Frank Caruso, Loren Hafen, Nick Cargill, Danielle Goldsmith**

**NOES: None**

**ABSTAIN: None**

**ABSENT: None**

**3. INFORMATIONAL:**

**3.1 Topline Analytics Review – Presented by Karla Reed**

- Web traffic and engagement decreased in January due to seasonal trends, the LA fires, and paused SEO efforts. Revenue, however, increased significantly through the booking engine. Social media metrics, particularly Instagram, show growth, while Facebook requires attention.

**3.2 March Regular Board Meeting:**

- March 27, 2025 @ 8AM

**3.3 Committee Meetings:**

- Event Committee: March 20, 2025 @ 8AM
- Marketing Committee: March 20, 2025 @ 10AM

**4. ADJOURNMENT:**

**Motion to adjourn made by Danielle Goldsmith, seconded by Christie Brewster.**

**AYES:** Nick Lanza, Frank Caruso, Loren Hafen, Nick Cargill, Clayton Shoemaker

**NOES:** None

**ABSTAIN:** None

**ABSENT:** None