

VISIT BIG BEAR / TBID
MINUTES OF REGULAR BOARD MEETING
August 28, 2025

Regular Session Board Meeting – 8:00 a.m.

Open Session Location: In Person at Big Bear Visitors Center and
via Zoom.

8:04 a.m. - CALL TO ORDER – President, Loren Hafen

PLEDGE OF ALLEGIANCE

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

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 key points by Dan Gulbranson:

- Investigation: The speaker will investigate whether the organization is operating within the boundaries of California state rules and tax laws.
- Concerns about Favoritism: The speaker questions whether allowing Summit to have a tent with their branding constitutes favoritism, especially considering they are a major stakeholder and potentially in competition with other bike shops.

Public comment key points by Kelly Tinker on behalf of The City of Big Bear Lake:

- City's Concerns: The city wants the Big Air Film Festival to be successful while ensuring it aligns with city regulations and doesn't hinder the event's rollout.
- Desired Event Atmosphere: The city acknowledges the need for a citywide takeover feel for the festival to be successful and immersive.
- Meeting with the City: A meeting with the city is scheduled for the following week to address these concerns and find solutions.
- Goal: To create a supportive environment where businesses/events can thrive and grow year over year.
- Obstacle: Difficulty in obtaining necessary permits from the city can hinder business/event success and momentum.
- Support: Offering resources and collaborating with partners to provide support similar to successful signature events like Tour de Big Bear, Fun Run, and the Concert Series.

Public Comment response to The City of Big Bear Lake by Damien Navarro:

- Communication Efforts: Highlighting the proactive communication efforts made throughout the year, including meetings, event attendance, and sharing information about the film festival and event permit.
- Press Release and Public Response: Mentioning the submission of a press release with the intention of informing the city and community about the event and its components. BBFF has pulled any events that do not conform and reiterated that nothing is outside of each properties use permits, and nothing will be held outdoors.
- Collaboration with Planning Committee: Referencing the early engagement with the planning committee back in February/March regarding the film festival.

- Gold Fire Incident Management Thank You

1. DISCUSSION/ACTION ITEMS

- 1.1 Approval of Meeting Minutes:
 - July 24, 2025

**Motion to approve minutes made by Daniel Goldsmith,
seconded Nick Lanza.**

AYES: Loren Hafen, Nick Cargill, Clayton Shoemaker

NOES: None

ABSTAIN: None

ABSENT: Frank Caruso and Christie Brewster

2. INFORMATIONAL:

2.1 2024-2025 Annual Report to City and Membership [2024-2025 Annual Report](#)

Last year, the website and booking engine generated a direct economic impact of \$49.8 million, with an additional \$5.89 million in event impact. Public relations drove \$45,552,519.654 impressions, resulting in an advertising equivalency of \$477 million. We had 3,489 more placements than the previous year. The Visitor Center serviced 52,232 visitors, a 1% increase. September experienced the most significant year-over-year decline, with a 44.9% drop in visitors due to the Lion Fire. We added Mike, a member partner relations manager, to enhance member partner relations and foster event weekends. For further details, please refer to the annual report. We have prioritized the care for the big bear program, which has now become our primary focus.

2.2 2024-2025 Financial Audit Update –

We've completed our portion of the annual financial audit and are awaiting the audit reports. Once received, we'll include them on the next board agenda. You can receive them officially, and I'll pass the audit to the city as per our MOU.

2.3 Annual Meeting & Board of Direction Elections – proposing to move to May instead of April, moving it forward to May 21st election begins April 21st

- Annual Meeting: May 21, 2026 @ 5PM
- Seats for Election:
 - Loren Hafen, At Large
 - Nick Lanza, Private Home Management
 - Christie Brewster, Traditional Lodging
- Elections Begin: April 21, 2026

2.4 Topline Analytics Review

Marketing changes this year have led to a decline in clicks, but the smallest decline yet. Organic search and social media are up significantly, while paid advertising has decreased, indicating a positive shift towards organic promotion following suit with the year as all other months. We're pleased with the engagement.

2.5 Public Relations, Marketing and Events Updates

Increased consistency in attendance and launched new events, SkyFest was sold out and LakeFest has massive attendance. Marketing and events are operating hand-in-hand at this point and we're moving the needle. Public Relations in June & July produced the following: 1094 Placements, \$661,222,681 in media value and 5,223,859,398 impressions with 4 FAM visits hosted.

2.6 Big Bear Film Festival Status Review

Internal discussion needed on partnership communications and avoiding premature announcements. The film festival is scaled down for 2025 with a sponsorship goal of \$200,000 with \$100,000 secured not including in-kind donations and sponsorships tracked in a matrix. All events are indoors, and each event will be operated within existing use permits. Momentum is growing and the public relations response and value are huge with 3,176,968,360 impressions and a media value of \$405,877,080. With the BBFF being called the Darling of Film Festivals by Variety Magazine.

2.7 Committee Meetings:

- Event Committee: September 17, 2025 @ 8AM
- Marketing Committee: September 17, 2025 @ 10AM
- Board of Directors: September 18, 2025 @ 8AM

3. **ADJOURNMENT:** 9:33am by President Loren Hafen

A handwritten signature in black ink, appearing to read "Travis Scott", written over a horizontal line.

Travis Scott, Board Secretary