

VISIT BIG BEAR / TBID
MINUTES OF REGULAR BOARD MEETING
January 23, 2025

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

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.)

- No communications filed

1 DISCUSSION/ACTION ITEMS

- 1.1 Approval of Meeting Minutes: 1.08.25
- **Recommendation: Review & Approve Minutes**

Motion to approve 12.5.24 BoD meeting minutes made by Christie Brewster, seconded by Frank Caruso.

AYES: Christie Brewster, Frank Caruso, Nick Lanza, Nick Cargill, Clayton Shoemaker, Danielle Goldsmith

NOES: None

ABSTAIN: None

ABSENT: None

- 1.2 Big Bear Theatre Project:
- 2024 Season Recap

Beth Wheat, Board President and Managing Director of the Big Bear Theater Project, along with Brian Adams, Vice President and Treasurer, proudly present last year's achievements. The organization successfully staged four full-scale productions, with attendance steadily increasing for each show—marking the highest growth in the past decade, thanks to effective advertising and word-of-mouth promotion. Additionally, the Big Bear Theater Project has strengthened its connections with Hollywood professionals, including musical directors, musicians, and sound technicians, further enhancing the quality and reach of its productions.

- 2025 Season Presentation & Ask for Sponsorship

Asking for \$100,000 sponsorship per year for 3 years.

- Arts Tourism Benefits: Provides a sustainable supplement for traditional tourism, attracts diverse demographics, and offers climate resiliency.
- Economic Impact of Arts Tourism: Arts tourists spend more per day than regular tourists, supporting local businesses.
- Arts Center Vision: Aiming to create a vibrant arts scene in Big Bear, similar to Ashland, Oregon, with multiple venues and a variety of shows.
- Show Schedule: 31 shows total, all two weekend shows to maximize attendance.
- Ticket Revenue Goal: \$100,000 per year, averaging \$3,000 per show.
- Visitor Attendance: 40% of attendees are visitors, up 10-12% from the previous year due to increased marketing efforts.

Motion to approve a \$100,000 sponsorship for one year, with a six-month review to assess potential renewal for additional years at a later meeting, made by Daniel Goldsmith and seconded by Clayton Shoemaker.

AYES: Frank Caruso, Nick Lanza, Christie Brewster

NOES: None

ABSTAIN: Nick Cargill

ABSENT: None

2. Organizational Items:

2.1 Organizational Realignment

- Organizational Reorganization: Three positions were eliminated: director of events, chief marketing officer, and an administrative assistant.
- Director of Engagement Role: Combined the director of events and marketing director positions to improve communication and marketing of events.
- Director of Engagement Responsibilities: Damien, the director of engagement, is responsible for managing both the events and marketing departments to maximize event investment.

2.2 CEO Report – Topline Analytic Review

3. Event Committee:

3.1 Holcomb Valley Run

- Grant Amount: \$30,000 in production and marketing grants.
- Organization Growth: Impressive growth since 2003.
- Funding Request: \$25,000 for production, 60 rooms, and \$20,000 in marketing from Visit Big Bear.
- Event Recommendation: Highly recommended for approval by the events committee.
- Potential Impact: Good chances of success with the organization and events.

Motion to approve sponsorship ask made by Frank Caruso and seconded by Christie Brewster.

AYES: Frank Caruso, Nick Cargill, Nick Lanza, Daniel Goldsmith, Clayton Shoemaker

NOES: None

ABSTAIN: None

ABSENT: None

3.2 LakeFest

Funding Request: The organization is requesting \$90,000 in funding.

- Funding Allocation: \$60,000 for production expenses and \$30,000 for marketing.
- Previous Funding: The organization received \$50,000 in funding and marketing support the previous year.

Motion to approve sponsorship ask made by Nick Lanza and seconded by Frank Caruso.

AYES: Loren Hafen, Nick Cargill, Christie Brewster, Daniel Goldsmith, Clayton Shoemaker

NOES: None

ABSTAIN: None

ABSENT: None

3.3 Uncorked Big Bear

- **Recommendation: Review & Approve**

- **Mother's Day Event:** Organized by The Uncorked, a ticketed event.
- **Marketing & Attendance:** The Uncorked promotes it to their audience, aiming for 1,500 ticket sales.
- **Lodging Incentive:** Guests booking two nights through our link receive Wyatt's Sunday Brunch, boosting shoulder-season stays.
- **Financial Impact:** Estimated \$10,000 for event setup (materials, tables, chairs, linens, tent, etc.).
- **Revenue Share:** We receive 20% of net revenue after expenses.
- **Support:** Nick Cargill will donate supplies as available.

Motion to approve sponsorship made by Danielle Goldsmith and seconded by Frank Caruso.

AYES: Loren Hafen, Nick Lanza, Christie Brewster, Clayton Shoemaker

NOES: None

ABSTAIN: Nick Cargill

ABSENT: None

4. **INFORMATIONAL:**

4.1 February Regular Board Meeting:

- February 27, 2025 @ 8AM

4.2 Committee Meetings:

- Event Committee: February 18, 2025 @ 8AM
- Marketing Committee: February 18, 2025 @ 10AM

5. **ADJOURNMENT: Frank Caruso motions to adjourn, Christie Brewsters seconds at 9:50AM**