

VISIT BIG BEAR / TBID

MINUTES OF SPECIAL EVENTS & MARKETING JOINT COMMITTEE MEETING

April 17th, 2025

In Attendance: Nick Cargill, Frank Caruso, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker, VBB Staff

SPECIAL Session **Events & Marketing Joint Committee Meeting – 8:00 a.m.**

Open Session Location: Zoom: <https://zoom.us/j/4403166685> and 40824 Big Bear Blvd, Big Bear Lake, CA 92315

OPEN SESSION

8:00 a.m. - CALL TO ORDER

Please Note: Agenda items may be moved at the discretion of the Board Members.

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 comment period.)

- None received by VBB.

1. Director of Engagement Narrative - A review of the “One Voice” Approach

The Director of Engagement presented an overview of the “One Voice” approach, emphasizing unified messaging across all departments and platforms. The board discussed the benefits of consistent branding and communication strategies.

Action: The board acknowledged the importance of the “One Voice” approach and recommended its continued implementation.

2. Annual Brand Campaign – Presented by Damien Navarro – **Approval Required**

Damien Navarro introduced the proposed Annual Brand Campaign, highlighting key objectives, target audiences, and projected outcomes. The campaign aims to increase visitor engagement and promote local attractions.

- **Recommendation: Review & Approve**

Motion to approve Annual Brand Campaign as presented made by Nick Lanza, seconded Frank Caruso.

AYES: Loren Hafen, Danielle Goldsmith, Clayton Shoemaker, Nick Cargill

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

3. Seasonal Marketing & Media Cadence: Seasonal Pillars

The marketing team outlined the seasonal marketing strategies, focusing on the four pillars: Winter Wonderland, Spring Bloom, Summer Adventures, and Autumn Harvest. Each pillar includes tailored media campaigns and community events.

Discussion: Board members provided feedback on aligning events with seasonal themes and suggested collaborations with local businesses.

4. Top - Line Analytics (MARCH 2025): Spreadsheet to be Presented by Karla Reed

Karla Reed presented the March 2025 analytics, showcasing metrics such as website traffic, social media engagement, and visitor center footfall. Notable increases were observed in online inquiries and event participation.

Discussion: The board discussed strategies to maintain and improve these metrics, including targeted advertising and enhanced user experience on digital platforms.

5. Event Status & Participation Dashboard

An overview of upcoming events and current participation rates was provided. Key events include the Summer Music Festival and the Annual Art Walk.

Discussion: Board members emphasized the importance of early promotion and community involvement to boost attendance.

6. Year-Over-Year Event Performance (MARCH 2025): Polar Plunge & Restaurant Week

Comparative data indicated a 15% increase in participation for the Polar Plunge and a 10% rise in Restaurant Week attendance compared to the previous year.

Discussion: The board acknowledged the successful marketing efforts and discussed opportunities for further growth in future iterations of these events.

7. Content & Storytelling Expansion: Nature Web Series, PoC Shorts, June Trails Microsite, & AI Itinerary Builder

The content team introduced new initiatives aimed at enhancing storytelling and visitor engagement:

- Nature Web Series
- People of Color (PoC) Shorts
- June Trails Microsite
- AI-Powered Itinerary Builder

Discussion: Board members expressed enthusiasm for these projects and suggested partnerships with local influencers and content creators.

8. Creator & Media Partnerships

Updates were provided on existing and potential partnerships with creators and media outlets to amplify the visitor center's reach.

Discussion: The board discussed the criteria for selecting partners and the importance of aligning collaborations with the center's mission and values.

9. Email, SMS & Direct Response Insights

The communications team presented data on recent email campaigns, SMS outreach, and direct response rates, noting a significant uptick in engagement following personalized messaging strategies.

Discussion: Board members recommended continued A/B testing and segmentation to optimize future campaigns.

10. Producer collaboration framework

A proposed framework for collaborating with producers on content creation and event planning was introduced, aiming to streamline processes and ensure consistent quality.

Discussion: The board reviewed the framework and suggested incorporating feedback mechanisms for continuous improvement.

11. CEO & BOARD-LEVEL NOTES

Annual Meeting April 24th 5:00PM at the Event Center at Destination Big Bear

The CEO provided closing remarks, highlighting the center's achievements and outlining strategic goals for the upcoming quarter. Board members shared their appreciation for the team's efforts and reaffirmed their commitment to the center's mission.

12. May Committee Meetings:

May 15th, 8AM, Events Committee

May 15th, 10AM, Marketing Committee

ADJOURNMENT:

Motion to adjourn made by Danielle Goldsmith, seconded by Frank Caruso at 10:57pm

Vote: Unanimously approved.

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 17th day of April 2025



Travis Scott, Board Secretary

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