

VISIT BIG BEAR / TBID
NOTICE 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.

NOTICE IS HEREBY GIVEN that Visit Big Bear will be conducting the August 2025 Regular Board Meeting In-Person at the Big Bear Visitors Center, 40824 Big Bear Blvd, Big Bear Lake, CA 92315 and via Zoom at 8 AM. The video link / conference call number will only be active for the meeting on Thursday, August 28, 2025.

Please use this link and number – the video link is <https://zoom.us/j/4403166685> and the call-in number is:

1 669 900 6833 Meeting ID: 440 316 6685. Said Special Meeting is being called pursuant to Section 54956 of the Government Code of the State of California for the purpose of considering the following matters:

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.)

- Gold Fire Incident Management Thank You

1. DISCUSSION/ACTION ITEMS

1.1 Approval of Meeting Minutes:

- July 24, 2025

2. INFORMATIONAL:

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

2.2 2024-2025 Financial Audit Update

2.3 Annual Meeting & Board of Direction Elections

- 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

2.5 Public Relations, Marketing and Events Updates

2.6 Big Bear Film Festival Status Review

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:

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 22nd day of August 2025.

A handwritten signature in black ink, appearing to read "Travis Scott", written in a cursive style.

Travis Scott, CEO

Visit Big Bear wishes to make its public meetings accessible to the public. If you need special assistance to participate in this meeting, please contact the Office at (909) 866-6190. Notification 72 hours prior to the meeting will enable Visit Big Bear to make reasonable arrangements to ensure accessibility to this meeting.



Gold Fire

August 14, 2025

Visit Big Bear

Dear Visit Big Bear;

On behalf of California Interagency Incident Management Team 6 and Cal Fire BDU, we would like to recognize you for your excellent support of the Gold Fire.

You were an integral part in keeping the resources assigned to the Gold Fire properly rested and safe throughout the incident by coordinating and providing lodging. Thank you on behalf of the Unified Incident Commanders assigned to the Gold Fire.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Fogle', written over a horizontal line.

Chris Fogle
Incident Commander
CIIMT 6

A handwritten signature in black ink, appearing to read 'Todd Hopkins', written over a horizontal line.

Todd Hopkins
Incident Commander
Cal Fire BDU

**VISIT BIG BEAR / TBID
MINUTES OF REGULAR BOARD MEETING
JULY 24, 2025**

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

NOTICE IS HEREBY GIVEN that Visit Big Bear will be conducting the July 2025 Regular Board Meeting In-Person at the Big Bear Visitors Center, 40824 Big Bear Blvd, Big Bear Lake, CA 92315 and via Zoom at 8 AM. The video link / conference call number will only be active for the meeting on Thursday, July 24, 2025.

Please use this link and number – the video link is <https://zoom.us/j/4403166685> and the call-in number is:
1 669 900 6833 Meeting ID: 440 316 6685. Said Special Meeting is being called pursuant to Section 54956 of the Government Code of the State of California for the purpose of considering the following matters:

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

PLEDGE OF ALLEGIANCE

ROLL CALL: Christie Brewster, Frank Caruso, Nick Cargill, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker, VBB staff and public visitors in the room and via Zoom.

PUBLIC COMMUNICATIONS:

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1. DISCUSSION/ACTION ITEMS

- 1.1 Approval of Meeting Minutes:
- June 26, 2025

Motion to approve minutes made by Nick Lanza, seconded Frank Caruso.

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

NOES: None

ABSTAIN: None

ABSENT: None

- 1.2 Care for Big Bear – Transition to 501c(3)
- \$2500 allocated for corporation setup and bylaws.
 - Lack of 501(c)(3) status previously caused loss of sponsorships.
 - 501(c)(3) status enables eligibility for donations and grants.
 - Recommendation to work with One Degree Impact for grant writing and strategic support.

Motion to approve the 501c3 for Care for Big Bear as presented made by Nick Lanza, seconded Frank Caruso.

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

NOES: None

ABSTAIN: None

ABSENT: None

- 1.3 Budget Augmentation
- Big Bear Film Festival \$250,000.00
 - Big Bear Film Office \$125,000.00

Motion to approve the suggested budget augmentation as an investment with expected future return (ROI) made by Nick Lanza, seconded Frank Caruso.

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

NOES: None

ABSTAIN: None

ABSENT: None

2. INFORMATIONAL:

2.1 Cal Travel At-Large Board of Directors

- Travis Scott has been nominated by his peers in the industry to serve on the Board of the California Travel Association.
- This appointment presents a valuable opportunity to collaborate with tourism professionals statewide.
- It supports key initiatives aimed at promoting and advancing California's travel and tourism sector at the state level.
- Travis will participate in these efforts at his own expense, as TBID funds are not permitted for advocacy-related activities.
- His board role will require quarterly out-of-town travel to attend statewide meetings.

2.2 Visit California Rural Committee

- Visit California has chosen not to fund Discover Inland Empire this year.
- That funding has been redirected to GoCal, the Ontario Convention & Visitors Bureau (CBB).
- Travis Scott has been asked to co-chair GoCal alongside the Director of Advocacy for Ontario.
- Travis Scott will also be joining the Visit California Rural Committee. This ensures representation of Big Bear as a mountain tourism destination in the San Bernardino Mountains.
- It's seen as a positive step forward for enhancing marketing efforts.

2.3 4th of July Fireworks, FOBBV Fireworks Cessation Campaign Recap

- 4th of July fireworks generated over **1,123** phone calls and emails to Visit Big Bear office.
- Staff received **516** emails, speaker received **273**, Karla received **7**; **161** phone calls to visitor center, speaker received **51** calls.
- Media coverage: **16** articles (**4** negative, **9** neutral, **3** positive), **2** news broadcasts, **3** interviews; article ad value: **\$4,360,030.44**; impressions: **174,401,217**.
- The petition against fireworks had **40,000+** signatures; **90%+** from outside the area.
- Eagles (Jackie, Shadow, Sunny, Gizmo) returned to valley within 24 hours after fireworks

2.4 Topline Analytics Review – Presented by Travis Scott

- Web sessions down 23% (193,091 vs 254,282).
- Active users down 29%; page views down 24%.
- Revenue went up 34% after shifting from paid clicks to organic engagement.
- Organic search top channel: 91,867 sessions; direct traffic up 4,000 YoY (35,190 vs 31,208).
- Email sessions: 22,871 with 39% conversion rate to booking.
- Blog landing pages up 36%; event page up 27%.
- Instagram engagement up 29.7%; Facebook follower views up 66.4%.
- TikTok: 8,864,142 video views, 852,639 audience reached.
- Social metrics compared month-to-month; web traffic channels tracked for AI/social search impact.

2.5 Public Relations, Marketing and Events Updates – Presented by Damien Navarro

- Media value reached **\$529.9 million** in June; impressions in the billions.
- Three PR strategies: Coley & Coley (tourism/brand), PR department (events/creators), and partner media; increased collaboration.
- Major media syndicates established with event partners (e.g., Cosmopolitan, Eater LA, Secret LA, Gaiety).
- 'Made in Big Bear' campaign expanding to **11 digital billboards** in Southern California starting August 1; partnerships with Locale Magazine and NBC San Diego/Palm Springs for bilingual outreach.
- Upcoming events: Wild Card Weekend (motocross, SkyFest, LakeFest, Vintage Boat Show), Lowrider Car Show, vintage Japanese motorcycle show, increased live music, Hospitality Summit on July 30.
- Emphasis on staff education and information sharing to improve guest experience; all staff considered part of marketing.
- Feedback from partners highlights the need for better staff information to answer guest questions beyond referring to

the website.

- Hospitality Summit focused on member/partner engagement, training, and information access.
- Event attendance and engagement increased by **20–35%** in 2023.
- Major August events: Puptopia, Tour de Big Bear, Monster Energy Downhill, Motocross, Lake Fest, Sky Fest, Vintage Boat Show, Stone Face play.
- Sponsorships and partnerships expanded: Yamaha, Graza Olive Oil, Neuhaus, Icon, Hyundai, Build-A-Bear, Spin Magazine.
- Efforts to improve communication: extensive FAQ sheets, daily emails, fact sheets, and local business engagement.
- Cal Poly hospitality program partnership is ongoing for long-term destination improvement.
- Shift in marketing strategy from pay-per-click to earned media and public relations, resulting in increased brand visibility.

2.6 Big Bear Film Festival Status Review – Presented by Damien Navarro

- Big Bear Film Festival rebooted; **200+ film submissions**; notable films and industry guests; budget: **\$541,000**.

2.7 Committee Meetings:

- Event Committee: August 21, 2025 @ 8AM
- Marketing Committee: August 21, 2025 @ 10AM
- Board of Directors: August 28, 2025 @ 8AM

3. **ADJOURNMENT:** Loren Hafen adjourned Board of Directors Meeting at 9:21 AM

PR Updates

[KOLI PR Summary June-July](#)

Events Committee Report

Thursday August 21, 2025

1. Executive Summary

The past 30 days have been one of the busiest stretches of summer, with a strong mix of community and marquee events. Looking back, we delivered Stoneface Weekends, Tour de Big Bear + Monster Downhill, Puptopia, the Fun Run Antique Car Show, and the Village Concert Series — all of which saw strong attendance, smooth execution, and positive community feedback. Notably, Tour de Big Bear hit a record number of riders with 2600 participants and Monster Energy Downhill had record attendance, Puptopia attendance was up ~30% year-over-year, and the Fun Run Car Show executed without issue. Partners were especially grateful for Visit Big Bear's grant support, noting the role it played in ensuring success.

Looking forward, we enter Wildcard Weekend (Aug 22–24), a stacked lineup of SkyFest, LakeFest + Comedy Fest, Motocross, and the Vintage Boat Show. Note: Although Motocross did not receive a grant, Visit Big Bear is providing significant support through:

- Support Housing for key staff
- Several Targeted paid + earned media campaigns
- A dedicated Visit Big Bear marketing + social team presence leading up to and on-site all weekend to capture and amplify content
- Aaron reported they received 1489 in pre sales and expect big numbers at the event itself and to sell out

This ensures all Wildcard events are equally represented. Beyond Wildcard, the calendar includes Labor Day Weekend's Drone Show + Boat Parade, followed by Tough Mudder, Oktoberfest Opening, Japanese Vintage Motorcycle Show, Grizzly 100 / Gran Fondo, Big Bear Film Festival, Lowrider Show with Cheech Marin, and Troutfest in September.

2. Announcements & Opportunities

- RFPs submitted for three major travel conferences.
- Passed on X Games hosting but pursuing an anniversary exhibition.
- Ongoing planning with Spin for Bearstock 2026 and Build A Bear 30th Anniversary
- Key data continues to show a steady increase in lodging over last summer's performance, driven by July/August events.

3. Current & Upcoming Events

- Aug 22–24: SkyFest, LakeFest + Comedy Fest, Motocross, Vintage Boat Show
- Aug 30–Sept 1: Drone Show + Boat Parade (Labor Day)
- Sept 5–7: Tough Mudder with In-N-Out
- Sept 6: Oktoberfest Opening + Japanese Vintage Motorcycle Show
- Sept 13: (Canceled) Grizzly 100 / Gran Fondo
- Sept 24–29: Big Bear Film Festival
- Sept 27: Lowrider Show with Cheech Marin
- Sept 27–28: Troutfest

4. Film Fest Report

See Film Festival section (expanded below).

5. Next Meeting

September Committee Meeting: Wednesday, September 17 @ 8:00 AM

Marketing Committee Report

1. Executive Summary

Marketing has kept pace with our busiest month of the year. Looking back, campaigns successfully delivered for Stoneface, Tour de Big Bear, Monster Downhill, Puptopia, the Fun Run Antique Car Show, and the Village Concert Series. PR results have been exceptional, with coverage in Variety, KTLA, USA Today, LA Times, and syndicated outlets. Data continues to show a steady increase in lodging over last summer, tied directly to campaign efforts.

Looking forward, the marketing team is focused on Wildcard Weekend, Labor Day, Oktoberfest, and the Film Festival. Paid placements with Locale, LocalIQ, Entravision are live, while KBHR radio and billboards are being finalized.

2. Performance Snapshot

- PR Data (June–July):
 - \$131M advertising equivalency
 - 5.2B impressions
 - 187 placements
 - 4 FAMs hosted
- Key outcomes:
 - Puptopia attendance +30%
 - Tour de Big Bear record riders with 2600
 - Monster Energy Downhill receives record coverage
 - Summer midweek and major weekend Lodging up vs last year

3. PR & Field Marketing

- Film Festival coverage in Variety, broadcast, and print syndicates.
- Drone Show + Boat Parade earned media push in progress.
- Field team engaged across Puptopia, Tour, Stoneface, and Motocross prep.

4. Web & Content Highlights

- Film Festival beta site live; passes now on sale.
- Homepage carousel refreshed weekly through Labor Day.
- Wildcard Weekend tile live by midweek; Labor Day hub ready.
- KBHR radio spots finalized for Drone Show + Boat Parade.

5. Current & Upcoming Campaigns

- Wildcard Weekend (Aug 22–24):
 - All four events in campaign.
 - Motocross: elevated support via housing, paid + earned media, dedicated social capture on-site.
- Labor Day Weekend (Aug 30–Sept 1): Drone Show + Boat Parade.
- Oktoberfest: Creative assets staged; campaign rolling out.
- Film Festival: First email this week; social calendar in progress; sponsorships at ~\$100K.
- Fall Campaigns: Locale, LocalIQ, Entravision live; billboards/radio pending.

6. What's Next

- Continue expanding influencer/creator hosting into fall.
- Launch Film Festival social storytelling and press kit.
- Review RFPs for three conferences.

- Prepare board one-sheets on fall campaign impact.

7. Next Meeting

September Committee Meeting: Wednesday, September 17 @ 8:00 AM

Film Festival Report (Expanded)

Executive Summary

The Big Bear Film Festival (Sept 24–29) is nearing full readiness. Looking back, we have completed ~90% of the programming, secured ~\$100,000 in new sponsorships, launched the beta website with pass sales live, and earned national coverage in Variety, broadcast, and syndicated outlets. Looking forward, the next six weeks will focus on pushing ticket sales, refining the sponsorship mix, and executing a multi-channel marketing rollout.

Programming & Operations

- Programming Matrix: ~90% complete. Balanced slate across features, shorts, panels, and community programming. Expensive items cut to focus on five solid days of programming.
- Venues: All secured, including theaters, Village spaces, and hospitality partners.
- Brand Partners: Confirmed integrations with beverage, lodging, and retail partners.

Sponsorships & Finance

- Sponsorship Matrix: ~\$100,000 committed across hospitality, lodging, beverage, and retail. Remaining targets: streaming, auto, tech.
- Budget: Adjusted to ensure zero high-risk out-of-pocket events. Sponsorship underwrites core programming.
- Contingency: Streamlined programming keeps costs low and avoids deficits.

Marketing & PR

- Website: Beta live with passes; schedule and press/media sections in progress.
- Ticketing: Early bird passes available; first push goes out this week.
- Email: First blast this week; weekly cadence leading up to lineup announcement.
- Social: Storytelling plan includes throwbacks, creator collabs, sponsor spotlights, talent teasers.
- Press: Variety and KTLA hits secured; additional national outlets targeted for lineup reveal.

Committee Review

At this meeting we will review both the Sponsorship Matrix and Programming Matrix in detail, with discussion on gaps, final additions, and strategic alignment.

Next Steps

1. Launch email + social campaign this week.
2. Publish full website and lineup announcement by early September.
3. Continue sponsorship closes (tech/auto/streaming).
4. Confirm volunteer + hospitality staffing.
5. Finalize Event PR kit + media hosting plan.