

VISIT BIG BEAR / TBID

MINUTES OF REGULAR BOARD MEETING

May 29, 2025

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

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

Zoom Link: <https://zoom.us/j/4403166685>

Call-In Number: 1 (669) 900-6833 | Meeting ID: 440 316 6685

CALL TO ORDER

President Loren Hafen called the meeting to order at 8:00 a.m.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by President Loren Hafen.

ROLL CALL

Present: Christie Brewster, Nick Cargill, Frank Caruso, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker

Also Present: VBB Staff, Zoom attendees, Jake (Green Jack Festival)

PUBLIC COMMUNICATIONS

- No communications filed.

1. DISCUSSION/ACTION ITEMS

1.1 Approval of Meeting Minutes

- March 27, 2025 Regular BoD Meeting:
- April 17, 2025 Combined Events & Marketing Committee Meeting:

Motion to both minutes approve by Christie Brewster; seconded by Frank Caruso.

AYES: Loren Hafen, Daniel Goldsmith, Nick Lanza, Nick Cargill, Clayton Shoemaker

NOES: None

ABSTAIN: None

ABSENT: None

1.2 VBB Office of the Big Bear Lake Film Commission – New Department

- A proposal was presented to establish a new department: the Big Bear Lake Film Commission.
- Goals include:
 - Attracting film and video productions
 - Supporting permitting, location scouting, local crew access
 - Generating economic activity and job opportunities
- The department will be led by a contractor and operate as a revenue-generating entity, with commissions from film projects split between Visit Big Bear and location owners.
- Recommendation: Review & Approve

Lanza motions to approve as presented, Christie seconded

AYES: Loren Hafen, Daniel Goldsmith, Clayton Shoemaker, Nick Cargill, Frank Caruso

NOES: None

ABSTAIN: None

ABSENT: None

1.3 Big Bear International Film Festival 2025

- Proposal for a new annual film festival held in Big Bear in September 2025.
- Hosted at the Village North Theater with family-friendly and industry-focused programming.
- Festival objectives:
 - Showcase independent films
 - Create industry partnerships
 - Activate shoulder seasons and local venues
- Budget target: \$225,000
- Jake (festival organizer) presented plans tied to Green Jack Film Festival infrastructure.
- Board discussed:
 - Ownership structure and proposed equity split
 - Liability concerns and optics
 - Funding timeline and alignment with existing sponsorships
- Recommendation: Review & Approve

- Lanza motions to approve as presented, Christie Brewster seconds for Visit Big Bear to operate the first year and evaluate for future funding.

AYES: Loren Hafen, Daniel Goldsmith, Frank Caruso

NOES: Clayton Shoemaker

ABSTAIN: Nick Cargill

ABSENT: None

2. INFORMATIONAL ITEMS

2.1 Topline Analytics Review – Presented by Karla Reed

- Website traffic and social media metrics show positive growth.
- Karla presented analytics report.
- Nick Cargill requested red and green visuals on performance charts.

2.2 June Regular Board Meeting

- Scheduled for Thursday, June 26, 2025 at 8:00 a.m.

2.3 Committee Meetings

- Events Committee: June 18, 2025 at 8:00 a.m.
- Marketing Committee: June 18, 2025 at 10:00 a.m.

3. CLOSED SESSION

3.1 Potential Property Negotiation(s)

- No action taken.

4. ADJOURNMENT

The meeting was adjourned at 9:47AM