

UPDATED - VISIT BIG BEAR / TBID
NOTICE OF REGULAR BOARD MEETING
JUNE 26, 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 June 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, June 26, 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.)

- Email re: Fireworks and Eagles

1. DISCUSSION/ACTION ITEMS

1.1 Approval of Meeting Minutes:
• May 29, 2025

2. INFORMATIONAL:

2.1 CalPoly EIM Program Destination Audit – Presented by EIM Audit Students (late addition)

2.2 Topline Analytics Review – Presented by Karla Reed

2.3 Public Relations Stats Review – Presented by Karla Reed

2.4 Marketing and Events Updates – Presented by Damien Navarro

2.4 Committee Meetings:
• Event Committee: July 23, 2025 @ 8AM
• Marketing Committee: July 23, 2025 @ 10AM
• Board of Directors: July 24, 2025 @ 8AM

3. Closed Session:

- Mid-year Staff Review(s)

4. 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 20th day of June 2025.



Travis Scott, Board Secretary

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.