

VISIT BIG BEAR / TBID
REGULAR BOARD MEETING MINUTES
October 30, 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 October 30, 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, October 30, 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, 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.)

Public comment made by Evan Engle from the Big Bear Chamber of Commerce shared an update on the collaboration with the Big Bear staff. The collaboration has been beneficial, especially with the upcoming Wild Lights event, which is expected to boost revenue during the winter months. The Chamber is also excited about the Cow Poly guest experience program and the educational program for businesses.

1. DISCUSSION/ACTION ITEMS

1.1 Meeting Minutes: September 18, 2025, Recommended Action: *Approve Minutes*

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

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

NOES: None

ABSTAIN: None

ABSENT: Danielle Goldsmith

1.2 Annual Audit Results Fiscal Year 2025-2026, Recommended Action: *Accept Audit*

Motion to accept financial audit year 2025-2026 made by Nick Lanza, seconded by Christie Brewster

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

NOES: None

ABSTAIN: None

ABSENT: Danielle Goldsmith

1.3 First Foundation Commercial Property Loan: Recommended Action: *Approve/Accept Refinance Terms*

A motion was made for the Board to direct the CEO and Treasurer to transfer funds from the reserves and fully pay off the building by December 1, 2025, in accordance with the current note. Board directed CEO to begin the process of obtaining a line of credit. Made by Nick Lanza, seconded by Clayton Shoemaker

AYES: Loren Hafen, Nick Cargill, Christie Brewster, Frank Caruso

NOES: None

ABSTAIN: None

ABSENT: Danielle Goldsmith

1.4 Cal-Poly Experience Industry Customer Service Collaboration 2026-2027, Recommended Action: *Approve*

Motion to approve as presented with stipulation: program must confer a Cal Poly credential/certificate on participants by Nick Lanza, seconded by Nick Cargil

AYES: Loren Hafen, Clayton Shoemaker, Christie Brewster, Frank

Caruso

NOES: None

ABSTAIN: None

ABSENT: Danielle Goldsmith

2 INFORMATIONAL:

2.1 Topline Analytics Review

Social Media Performance

- Facebook: Engagement up ~49% over the last 28 days — boosted by paid ads and organic traction around seasonal content (Indigenous Peoples vs. Columbus Day, Halloween, fall colors).
- Instagram:
 - Organic reach up, paid reach down 26.5%.
 - Total ~808K views in September, driven by user-generated content ("Girls' Weekend", local creators, fall visuals).
 - Collaborations with creators under review for cost-effectiveness.
- TikTok:
 - Steady follower growth since start of the year.
 - Top videos: scenic drone shots — one hit 1.2M views, another 315K.
 - Overall engagement up 30% month-over-month.

Web & Digital Analytics

- Landing Pages:
 - *Events* pages performed strongly; *Things to Do* page declined slightly due to last year's wildfire traffic spike and new AI "answer box" search behavior.
 - *Oktoberfest* emerged as top landing page for September.
- User Behavior:
 - Sessions down, but engagement and revenue per session up — a positive sign following a \$1M reduction in paid media.
 - Seasonal "Things to Do" content being expanded to drive discovery in fall and winter.
- SEO/SEM Strategy:
 - Shift toward long-tail, non-brand keywords (e.g., "*mountain getaways near me*") to capture new audiences.
 - Plans to revive carousel posts and schedule more Sunday content to maximize reach.

Public Relations

- Launch of PR campaign for "Wild Lights at the Alpine Zoo", with first major feature in TimeOut LA.
- Full regional press release rollout underway to sustain pre-winter buzz.

Performance Highlights

- Engagement & Revenue per Visit: Up year-over-year despite reduced traffic volume.
- Return on Organic Efforts: Seasonal storytelling (fall foliage, Oktoberfest) and PR coverage proving high ROI.
- Benchmarking: Big Bear's lodging and visitor metrics outperform state averages — solid positioning for winter.

2.2 Marketing and Events Updates

Key Events

- Lowrider Car Show — at Visitor Center, small-scale community event.
- Halloween in the Village — October 31.
- Alpine Zoo Wild Lights — Grand opening Nov 5 (5:30 PM); open Wed–Sun through January.
- Hospitality Summit — Chamber collaboration Nov 12 (1–3 PM via Zoom), followed by in-person mixer at Sandy's.
- Restaurant Week — returning March 2026, expanded with new tie-ins and collaborative event extensions.

Winter Preparedness: "Roads to Big Bear" Campaign

- Cross-agency partnership with Caltrans, CHP, the City, and Visit Big Bear.
- Objective: manage visitor communication during Hwy 38 closure.
- Includes visitor-facing traffic maps, route-time dashboards, QR-code info signs, and incentive programs (e.g., \$50 dine-in cards for Lucerne-route travelers).

- Coordination with lodging, mountain ops, and Chamber to promote early arrivals (Thu night / Fri AM) and longer stays (Mon checkout).

2.3 Committee Meetings:

- Co Committee Marketing/Event Committee: November 19, 2025 at 8:00 AM
- Board of Directors: November 20, 2025 at 8:00 AM

3 CLOSED SESSION: Annual Employee Review(s) Discussion

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.



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.