VISIT BIG BEAR / TBID
REGULAR BOARD MEETING MINUTES
November 20, 2025

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

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, Lawrence Lewis, Suzie Schmelzer, Kevin McDonald, VBB Staff, Zoom Attendees
Clayton Shoemaker arrived at 8:26 PM

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.)

Note: This meeting is intended as a joint Marketing and Events Committee Workshop

1.   DISCUSSION/ACTION ITEMS
         1.1 Meeting Minutes: October 30, 2025, Recommended Action: *Approve Minutes*

**Motion to approve meeting minutes made by Christie Brewster,
seconded by Nick Lanza.**

**AYES: Loren Hafen, Nick Cargill, Frank Caruso, Danielle
Goldsmith**
NOES: None
ABSTAIN: None
ABSENT: Clayton Shoemaker

         1.2 First Foundation Line of Credit: Recommended Action: *Approve, with Amount not to exceed $200,000.00. Signatories/Advancers; Travis Scott, Nick Lanza, Loren Hafen*

**Motion to approve Line of Credit made by Frank Caruso,
seconded by Danielle Goldsmith.**

AYES: Loren Hafen, Nick Cargill, Christie Brewster, Nick Lanza
NOES: None
ABSTAIN: None
ABSENT: Clayton Shoemaker

         1.3 Grant Applications: Recommended Action: *Joint Committee Discussion and Approval*
                  1.3.1   Big Bear Moto
A motorcycle event in Big Bear is proposed, three events in Big Bear grant request would be $22,500, leveraging athletes' social media reach to attract Southern California business owners for networking and product launches.

**Motion to approve as presented made by Nick Lanza, seconded
by Danielle Goldsmith.**

AYES: Loren Hafen, Nick Cargill, Christie Brewster
NOES: None
ABSTAIN: Frank Caruso
ABSENT: Clayton Shoemaker

                  1.3.2   Big Bear Trail Fest
• Event Overview: A 3-day trail running event in Southern California, designed to be more accessible and affordable.

• Marketing Strategy: Leveraging social media, professional content creation, and local branding to engage the community and promote the event.
• Growth Strategy: Targeting a 10% annual increase in participants over the next three years while maintaining a grassroots approach.

Motion to approve $75,000 + 100 room nights annually from 2026-2028 made by Nick Lanza, seconded by Nick Cargill.

AYES: Loren Hafen, Christie Brewster, Frank Caruso, Danielle Goldsmith
NOES: None
ABSTAIN: None
ABSENT: Clayton Shoemaker

      1.4 Open Roads Campaign
•   Campaign Goal: Reduce traffic congestion on Highway 38 during the holiday season.
•   Campaign Strategy: Encourage people to take Highway 18 by offering incentives like a $25 dining voucher and extending visitor center hours.
•   Target Audience: Day-trippers unfamiliar with the area.

      1.5 Winter Brand Campaign
• Winter Campaign Focus: Redefining winter in Big Bear by emphasizing warmth, connection, and creativity instead of perfect weather.
• Campaign Strategy: Utilizing a native, holistic approach across paid and organic platforms, focusing on being in the moment and leveraging UGC.
• Marketing Strategy: Showcasing Big Bear's unique amenities and experiences beyond snow activities, such as spas, axe throwing, and zip lining, and emphasizing its accessibility from nearby cities.

2.   <u>INFORMATIONAL:</u>
      2.1 Topline Analytics Review – postponed to next meeting.
      2.2 Marketing and Events Updates – postponed to next meeting.
      2.3 Cal Poly Co-Branded Hospitality Training Completion Certificate
      2.4 Committee Meetings:
            2.4.1 Event Committee: December 17, 2025 @ 8:00 am
            2.4.2 Marketing Committee: December 17, 2025 @ 10:00 am
            2.4.3 Board of Directors: December 18, 2025 @ 8:00 am

3.   <u>AJOURNMENT: 11:02 by Christie Brewster</u>