

VISIT BIG BEAR / TBID

MINUTES OF ANNUAL BOARD MEETING

June 25, 2026

To: Christie Brewster, Nick Cargill, Frank Caruso, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker, and the General Membership

Annual Board Meeting – 6:30 PM Open Session

Location: In Person at DESTINATION BIG BEAR (EVENT CENTER)

NOTICE IS HEREBY GIVEN that Visit Big Bear will be conducting the Annual Membership Meeting **In-Person** at Destination Big Bear - 713 Stocker Rd. Big Bear Lake, CA 92315 and at **6:30PM**.

OPEN SESSION

6:30 PM - CALL TO ORDER – President, Loren Hafen

Please Note: Agenda items may be moved at the discretion of the Board.

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.)

1 DISCUSSION/PRESENTATION ITEMS

- 1.1 Address from the President of the Board of Directors – Board President Loren Hafen recognized special guests and new members. He complimented CEO Travis Scott for his outstanding leadership at Visit Big Bear, noting his accomplishments.
- 1.2 Board of Directors Candidate Presentations Remarks – Candidates Damien Navarro and Jazmin Delaney for Supporting Member/Business Owner and Tasha Rose for Private Home Rental were given an opportunity to give remarks. Certified results are to be released next week.
- 1.3 Presentation of 25/26 work and Overview of initiatives for 25/26 – CEO Travis Scott started by recognizing the Board of Directors for their years of service and presented Board President Loren Hafen with The Kodi Award that presented to individuals whose vision, leadership and unwavering commitment have left a lasting mark on Big Bear. Scott gave a presentation, “Authenticity in Action: A Year of Resilient Performance.” Scott cited details on marketing, stewardship, partnership, visitor education, creative storytelling and organizational readiness. Scott gave data on the bigbear.com performance metrics. Scott gave details on Big Bear Valley destination performance, as well as trends on visitor stays and patterns. Scott spoke on the organization’s public relations performance, followed by social media platform performance. Scott discussed data for community stewardship, community investment, as well as what there is to look forward to in the future. There has also been organizational restructuring, better decision making, operational excellence and investment in the future. Scott stated that bigbear.com is evolving with a release date for February 2027, and why the new website matters for reach, discovery, media experience, engagement and opportunity.
- 1.4 Partnership in Action – Director of Community Engagement Mike Lindsay spoke about his passion for community members and partners, and invited connection. Lindsay spoke on the importance of year-round marketing, business partnerships and positive visitor experience for a strong economy for residents and visitors. CEO Travis Scott continued the presentation by citing data on key performance highlights, and on revenue that stayed with our community rather than paid in online travel agency commissions.
- 1.5 Events in Action: Building Value Through Shared Experiences – Scott presented data and successes for events hosted from Nov. 2025-Jan. 12, future for the events and new events coming this year.
- 1.6 Care For Big Bear: Supporting Tourism Through Sustainability – Care For Big Bear Director Sara Schacht gave a presentation on responsible tourism, its recent 501(c)3 status, stewardship and community action, the Green Business Program for sustainable business practices with certificates for participating local businesses, the Dark Sky Initiative, Skyfest Big Bear, and data on awareness and engagement.
- 1.7 Story Telling in Action: Marketing with Meaning – Creative Director Matt McCabe gave a presentation on data-informed marketing performance, top performing campaigns, made in Big Bear and creator partnerships, content and creative production, and storytelling that defines Big Bear. CEO Travis Scott introduced Cole Seawell as Visit Big Bear’s new Marketing Director.
- 1.8 Partnership with Cal Poly – Jennifer Prentice, Cal Poly EIM Program professor, gave a presentation on hospitality and tourism industry management for students within the program and their partnership with Visit Big Bear, as well as a free training course being developed for Visit Big Bear members, with a pilot test scheduled for late fall.
- 1.9 Regional Tourism Partner Perspective - Discover Inland Empire CEO Freddy Li gave a presentation on regional tourism partnership, responsible travel, strong messaging, L.A. fire recovery, California Job First and tourism. Li presented a certificate of appreciation from Supervisor Rowe’s office to Visit Big Bear.
- 1.10 Closing Statements

ADJOURNMENT:

The meeting was adjourned at 8:15 p.m. 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 25th day of June 2026.

A handwritten signature in black ink, appearing to read "Travis Scott", written over a horizontal line.

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.