

VISIT BIG BEAR / TBID
MINUTES OF REGULAR BOARD MEETING
September 18, 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, 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.)

Nick Lanza public comment: Andres Novello is a family friend who recently obtained U.S. citizenship while attending Big Bear High School. He was offered an unpaid marketing internship with Travis Scott and a paid business internship with Big Bear Vacations, and he is pursuing an executive assistant opportunity to further his understanding of the industry. These experiences will help him contribute to his family's resort in Mexico.

1. DISCUSSION/ACTION ITEMS

Approval of Meeting Minutes:
August 28, 2025

Motion to approve minutes made by Frank Caruso, seconded by Danielle Goldsmith.

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

NOES: None

ABSTAIN: None

ABSENT: None

2. INFORMATIONAL:

2.1 2026-2028 Kodiak Proposal

- Proposal to approve a three-year contract for Kodiak events covering 2026-2028.
- Years 2026 and 2027 were designated as major events; 2028 as a world series event.
- Total investment proposed: \$450,000 over three years.
- Contract includes room nights and destination rentals.
- Discussion on the importance of political support to navigate Forest Service bureaucracy for event access.
- Emphasis on sustainability and environmental care as part of event planning.

Nick Lanza Motions to approve Kodiak renewal as presented, seconded by Frank Caruso

AYES: Loren Hafen, Danielle Goldsmith, Christie Brewster

NOES: None

ABSTAIN: Nick Cargill

ABSENT: None

2.2 Topline Analytics Review

- Presentation of economic impact data showing growth from \$3.7 million to \$5.8 million.
- Event sold out with a permit for 3,000 participants; expected actual attendance around 2,600-2,700.
- Over 45 countries represented, indicating strong international interest.
- Social media and digital engagement increased significantly, with Instagram views up 157% year-over-year.
- Development of an events calculator to predict economic impact based on event type and attendance.
- Emphasis on data-driven decision making to optimize event planning and marketing.

KPIs

- Social Media Performance: Instagram views reached 1.5 million in August, Facebook engagement increased by 4%, and TikTok views grew by 30%.
- Website Traffic & Engagement: Organic social traffic increased by 157% year-over-year, referral traffic increased by 147%, and events page views increased by 60%.
- Economic Impact & Event Metrics: Projected economic impact is \$5.8 million, with 25,000 room nights and an average visitor spend of \$99 per day.
 - i. Traffic Growth: Social and organic traffic are experiencing strong year-over-year growth.
 - ii. Economic Impact: Events are generating measurable economic benefits.
 - iii. Decision-Making Support: Data-driven tools are now available to inform sponsorship and event approval decisions.

2.3 Marketing and Events Updates

- Early outreach to event producers to secure grant applications and plan the event calendar.
- Focus on attracting elite sports and leveraging excitement around the LA 28 Olympic Games.
- New partnerships with sports teams and organizations, including rowing and volleyball.
- Initiatives to improve booking engine usage and hospitality partner engagement.
- Plans for giveaways and promotions to boost community involvement.
- Ongoing efforts to enhance PR and branded content, reducing reliance on paid media.

2.4 Film Festival Updates

- Recent hosting of major agencies representing brands like Lexus and BW.
- Upcoming production of a holiday-themed film series with ABC's Bachelorette and Canela TV.
- Canela TV is a major Spanish-language network with a large international audience.
- Plans for a special Christmas series featuring telenovela villains filmed locally.
- Film festival website updated with lodging and booking engine integration.
- Complimentary passes offered to board members and staff to encourage attendance.
- Collaboration with ESPN to feature local films and promote high-altitude training content.

2.5 Committee Meetings:

- Event Committee: October 22, 2025
- Marketing Committee: October 22, 2025
- Board of Directors: October 23, 2025

3. ADJOURNMENT:

Danielle Goldsmith moved to adjourn meeting at 9:23 AM, seconded by Christie Brewster

