

VISIT BIG BEAR / TBID  
NOTICE OF REGULAR BOARD MEETING  
March 26, 2026

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 March 26, 2026 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.

Please use this meeting link: <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.)

1 DISCUSSION/ACTION ITEMS

- 1.1 Meeting Minutes: [January 29, 2026](#) & [February 26, 2025](#), Recommended Action: *Approve Minutes*
- 1.2 [Marketing Framework 2026-2027](#), Recommended Action: *Approve Marketing Strategy 2026-2027*
- 1.3 Budget Forecast 2026-2027: *Approve Budget Forecast 2026-2027*

2 INFORMATIONAL:

- 2.1 Schedule Annual Meeting Date
- 2.2 Marketing Highlights
- 2.3 Event Calendar Summary
- 2.4 Care for Big Bear Updates
- 2.5 Member-Partner Overview
- 2.6 PR/Topline Analytics Review
- 2.7 Committee Meetings:
  - 2.7.1 Event Committee: Thursday April 23, 2026 @ 8:00 am
  - 2.7.2 Marketing Committee: Thursday April 23, 2026 @ 10:00 am
  - 2.7.3 Board of Directors: Thursday April 30, 2026 @ 8:00 am

3 CLOSED SESSION:

4 AJOURNMENT:

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 23rd day of March 2026.



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.