

VISIT BIG BEAR / TBID
REGULAR BOARD MEETING MINUTES
July 23, 2026

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: Nick Cargill, Frank Caruso, Jazmin Delaney, Danielle Goldsmith, Loren Hafen, Nick Lanza, Tasha Rose, Clayton Shoemaker
ABSENT: Christie Brewster
NEW MEMBER ROLL CALL: Jazmine Delaney, Tasha Ross

PUBLIC COMMUNICATIONS: No public comment

1 DISCUSSION/ACTION ITEMS

1.1 [Annual Meeting Minutes June](#): Recommended Action: *Approve Minutes*

Danielle Goldsmith motions to approved minutes, Clayton Shoemaker seconded,

AYES: Loren Hafen, Nick Cargill, Nick Lanza, Frank Caruso

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.2 Acceptance of Board Election Results: Recommended Action: *Approve Certified Results*

Frank Caruso motions to certify election results, Clayton seconded

AYES: Loren Hafen, Nick Cargill, Nick Lanza, Frank Caruso, Danielle Goldsmith

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.3 Seating of Newly Elected Board of Directors

1.3.1 Tasha Ross, Private Home Representative

1.3.2 Jazmine Delaney, Supporting Member

1.4 Election of Board Officers

1.4.1 Nomination(s)

Frank Caruso Nominates Clayton Shoemaker as Chair,
Danielle Goldsmith as Vice Chair,
Travis Scott as Secretary,
Christie Brewster as Treasurer

1.4.2 Discussion

1.4.3 Approval

Danielle Goldsmith motions to approve Board officers as presented, Nick Cargill seconded

AYES: Clayton Shoemaker, Frank Caruso, Tasha Ross, Jazmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.5 Ad-Hoc Committee Appointments (August 2026-July 2027)

1.5.1 Marketing Committee

1.5.1.1 Nomination(s)

New BoD member Tasha Ross nominated by Frank Caruso to fill Marketing Committee seat

1.5.1.2 Discussion

1.5.1.3 Approval

Frank Caruso motions to seat Tasha Ross to Marketing Committee, Nick Cargill seconded

AYES: Clayton Shoemaker, Tasha Ross, Danielle Goldsmith, Jazmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.5.2 Events Committee

1.5.2.1 Nomination(s)

New BoD member Jazmine Delaney nominated by Frank Caruso to fill Events Committee seat

1.5.2.2 Discussion

1.5.2.3 Approval

Frank Caruso motions to seat Jazmine Delaney to Events Committee, Nick Cargill seconded

AYES: Clayton Shoemaker, Tasha Ross, Danielle Goldsmith, Jasmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.6 [Conflict of Interest Policy](#) Recommended Action: *Approve Civitas Recommended Policy*

Danielle Goldsmith motions to approve Director Conflict of Interest Policy, Nick Cargill seconded

AYES: Clayton Shoemaker, Tasha Ross, Danielle Goldsmith, Jazmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.7 [Whistleblower Policy](#): *Approve Civitas Recommended Policy*

Danielle Goldsmith motions to approve Whistleblower Policy, Frank Caruso seconded

AYES: Clayton Shoemaker, Tasha Ross, Jazmine Delaney, Nick Cargill

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.8 [Expulsion Policy](#): Recommended Action: *Approve Civitas Recommended Policy*

Danielle Goldsmith motions to approve Expulsion Policy, seconded Clayton Shoemaker

AYES: Frank Caruso, Tasha Ross, Nick Cargill, Jazmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.9 [Records Retention Policy](#): Recommended Action: *Approve Civitas Recommended Policy*

Frank Caruso motions to approve Retention Policy, seconded Danielle Goldsmith

AYES: Clayton Shoemaker, Nick Cargill, Tasha Ross, Jazmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

2 INFORMATIONAL:

2.1 Marketing Highlights

- Travel Zoo
 - Focus: Storytelling to travelers researching destinations.
 - Results: 15,000+ page views (exceeding benchmarks), 1.7M reach, 6% CTR, strong engagement.
- LocalIQ
 - Focus: Lead generation, targeting first-time visitors.
 - Results: 640K impressions, 24K clicks/swipes, 6,200 leads, 3.8% CTR, 224% engagement rate.
 - Expanded email database for future outreach.
- LoCal Magazine
 - Focus: Premium storytelling and broad digital coverage.
 - Results: 795K+ impressions, 59% email open rate, strong engagement across Instagram and email.
- Expedia Group
 - Focus: Conversion campaign with Visit California co-op.
 - Results: \$3.5M attributed revenue, 92.5% ROAS, 5,000+ room nights, 1.9M impressions.
 - Plans to deepen partnership with Expedia.
- Audience Targeting
 - Campaigns targeted SoCal, Phoenix, and Arizona as key markets.
 - Demographic and geographic data are tracked for optimization.

2.2 Event Calendar Summary

- Puptopia: Dog-friendly event at Veterans Park, including competitions, local business promotions, and BBB booth.
- Monster Energy Pro Downhill: USA Cycling National Championship at Snow Summit.
- Music in the Mountains: Tribute concerts at Discovery Center; shuttle service provided.
- Tour de Big Bear: Finalizing logistics; increased registration and local business coordination
- Sky Fest: 3-day astronomy and dark sky event with stargazing, workshops, and family activities.
- MX Grand Prix: 5-day event with races, live entertainment, and free chairlift access.

2.3 Care for Big Bear Updates

- Dark Sky Initiative
 - Promotes night sky conservation and Astro-tourism.
 - Collaborations with Astronomical Society, local businesses, and Airbnb hosts for dark sky lodging pilot.
 - Incentives for guests to participate in stargazing and social media sharing.
- Landscape Initiative
 - Focus on trash management and community cleanups (e.g., "Climate and Cocktails")

- event).
 - o Kind Traveler program: lodging partners donate per stay to local nonprofits.
- Green Business Program
 - o Partnership with California Green Business Network; 15 local businesses participating, 7 Certified.
 - o Custom local certification for business types not covered by the state.
- Youth and Education
 - o Early-stage plans to connect local students with science projects and camps (e.g., Solar Observatory, 4-H, YMCA).
- 2.4 Member-Partner Overview
- Two new partners: Muchachos and Starlight Equestrian Ranch.
- Community survey on July 4th celebration: fireworks vs. drone show, with 250+ responses to date.
- Recent PR and marketing activations, including radio ads and event promotions.
- 2.5 PR/Topline Analytics Review
- Visitor Data
 - o Summer visits flat YoY; July 4th saw 65,000+ visitors, a 20% increase.
 - o Website: Slight YoY decrease in organic traffic, but "places to stay" and concert series pages performed well
 - o Email engagement up 193% YoY; referrals and paid social also up.
- Social Media
 - o Facebook: Top post (Luna taking flight) had 752K+ views; 4th of July post had 94K.
 - o Instagram: 2.3M views in 28 days; concert series and off-roading content performed best.
 - o TikTok: 2.3M views in 60 days; steady follower growth.
- Lodging Data
 - o July 4th occupancy at 91% (vs. 87.6% last year); ADR and average stay value up.
 - o Lower inventory but higher occupancy and revenue per available room.
- PR Results
 - o June: 289 media hits, \$51M ad equivalency, 2B impressions.
 - o YTD: 1,596 media hits, \$395M media value, 15.8B impressions
- Data Tools
 - o Use of Placer AI (geo-tracking) and Key Data for detailed visitor and lodging analytics
- 2.6 Committee Meetings:
 - 2.6.1 Event Committee: Thursday August 20, 2026 @ 8:00 am
 - 2.6.2 Marketing Committee: Thursday August 20, 2026 @ 10:00 am
 - 2.6.3 Board of Directors: Thursday August 27, 2026 @ 8:00 am

3 ADJOURNMENT:

- Clayton Shoemaker adjourned the meeting at 09:08 AM

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 27th day of July 2026.

Travis Scott, Board Secretary

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