

**VISIT BIG BEAR / TBID**  
**MINUTES OF REGULAR BOARD MEETING**  
**January 29, 2026**

**Regular Session Board Meeting – 8:00 a.m.**

**8:00 a.m. - CALL TO ORDER – President, Loren Hafen**

President Loren Hafen called the meeting to order at 8:00 a.m.

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by President Hafen.

**ROLL CALL**

Directors Present: Christie Brewster, Nick Cargill, Frank Caruso, Loren Hafen, Nick Lanza, Clayton Shoemaker.

Directors Absent: Danielle Goldsmith

**PUBLIC COMMUNICATIONS**

No public comments were noted at this time.

**1 DISCUSSION/ACTION ITEMS:**

**1.1 Meeting Minutes: December 18, 2025 – Recommended Action: Approve Minutes**

**Motion to approve minutes by Clayton Shoemaker, seconded by Christie Brewster.**

**AYES: Loren Hafen, Frank Caruso, Nick Cargil, Nick Lanza**

**NOES: None**

**ABSTAIN: None**

**ABSENT: Danielle Goldsmith**

**1.2 Big Bear Theatre Project – Recommended Action: Annual Presentation past/future season**

The Board received an annual presentation on the Big Bear Theatre Project, including a year-in-review and 2026 plans.

Highlights included increased attendance and participation, expanded outreach through partnerships (including Visit Big Bear, KVCR, and the Lighthouse Project), multiple acclaimed productions, and multiple Broadway World nominations and awards.

Financial update provided: \$42,903.33 of the original loan has been paid; \$7,096.67 remains on the three-year contract.

**1.3 Big Bear Chamber of Commerce: 3 year partnership MOU – Discussion and Approval**

The Board discussed renewal of the Visit Big Bear and Big Bear Chamber of Commerce partnership following expiration of the prior three-year MOU.

A new three-year MOU was presented to clarify roles, strengthen collaboration, and increase community value. The Chamber noted organizational updates since 2021 (budget, staffing, and operational efficiencies) and highlighted programs such as Lunch and Learn, the Elevate Summit, and business education offerings.

**Motion to approve the new three-year MOU by Frank Caruso, seconded by Clayton Shoemaker.**

**AYES: Loren Hafen, Christie Brewster, Nick Cargil, Nick Lanza**

**NOES: None**

**ABSTAIN: None**

**ABSENT: Danielle Goldsmith**

#### **1.4 Grant Applications – Recommended Action: Discussion and Approval**

Grant applications were reviewed. Staff noted applications were reviewed and approved by the Events Committee prior to Board consideration.

The Board discussed economic impact projections, event sustainability (including potential three-year funding models and future ticketing), and strategies to drive lodging bookings through Visit Big Bear.

##### **1.4.1 Kids Adventure Games (Kids Adventure Race)**

Action: The Board approved funding for Kids Adventure Games (Kids Adventure Race) in the amount of \$100,000.

**Motion to approve as presented by Clayton Shoemaker, seconded by Nick Cargil.**

**AYES: Loren Hafen, Frank Caruso, Christie Brewster, Nick Lanza**

**NOES: None**

**ABSTAIN: None**

**ABSENT: Danielle Goldsmith**

##### **1.4.2 MX Grand Prix**

Action: The Board approved funding for MX Grand Prix in the amount of \$150,000.

- Staff reported the inaugural event was successful with strong off-mountain attendance and significant media coverage.
- Plans include measured growth and enhanced lodging partnership efforts.

**Motion to approve as presented by Frank Caruso, seconded by Clayton Shoemaker.**

**AYES: Loren Hafen, Christie Brewster, Nick Cargil, Nick Lanza**

**NOES: None**

**ABSTAIN: None**

**ABSENT: Danielle Goldsmith**

##### **1.4.3 Tour de Big Bear**

Action: The Board approved.

**Motion to approve** funding for Tour de Big Bear in the amount of \$90,000 (with noted additional \$15,000 in City costs referenced in the meeting materials) **by Clayton Shoemaker, seconded by Christie Brewster.**

**AYES: Loren Hafen, Frank Caruso, Nick Cargil, Nick Lanza**

**NOES: None**

**ABSTAIN: None**

**ABSENT: Danielle Goldsmith**

##### **1.4.4 Elevated SoCal – Memorial Day/ Lake Fest / Paddle Fest**

Action: The Board approved funding for Elevated SoCal – Memorial Day/ Lake Fest / Paddle Fest

###### **1.4.4.1 Memorial 5K**

**Motion to approve** funding for Memorial 5K in the amount of \$5,000 **by Christie Brewster, seconded by Frank Caruso.**

**AYES: Loren Hafen, Clayton Shoemaker, Nick Cargil, Nick Lanza**

**NOES: None**

**ABSTAIN: None**

**ABSENT: Danielle Goldsmith**

###### **1.4.4.2 Lake Fest**

**Motion to approve** funding for the Free event of Lake Fest in the amount of \$60,000 **made by Nick Cargil, seconded by Clayton Shoemaker.**

**AYES: Loren Hafen, Frank Caruso, Christie Brewster, Nick Lanza**

**NOES: None**

**ABSTAIN: None**

**ABSENT: Danielle Goldsmith**

#### **1.4.4.3 Paddle Fest**

Staff discussed event dates (June 27-28) and program elements including multiple paddle races and open-water swims, with consideration of additional swim distance offerings.

**Motion to approve** funding for Paddle Fest in the amount of \$5,000 **made by Clayton Shoemaker, seconded by Frank Caruso.**

**AYES: Loren Hafen, Nick Cargil, Christie Brewster, Nick Lanza**

**NOES: None**

**ABSTAIN: None**

**ABSENT: Danielle Goldsmith**

#### **1.4.5 Meadow Park Activations**

The Board discussed parking and shuttle logistics for Meadow Park events, including discounted tickets for locals and direct shuttle options.

##### **1.4.5.1 Memorial Day BBQ (Bear Barbecue Festival)**

Funding request is \$75,000.

Staff discussed a projected economic impact just under \$400,000.

Tickets will be free with BigBear.com lodging booking; surveyors will collect attendee data.

**Motion to approve** funding for the Bear Barbecue Festival (replacing Grill & Chill) in the amount of \$50,000 **made by Nick Cargil, seconded by Christie Brewster.**

**AYES: Loren Hafen, Clayton Shoemaker, Frank Caruso, Nick Lanza**

**NOES: None**

**ABSTAIN: None**

**ABSENT: Danielle Goldsmith**

##### **1.4.5.2 Reel Ale Festival**

Staff discussed food vendor curation with an emphasis on seafood and local options.

**Motion to approve** funding for the Real Ale Festival in the amount of \$50,000 **made by Clayton Shoemaker, seconded by Christie Brewster.**

**AYES: Loren Hafen, Clayton Shoemaker, Frank Caruso, Nick Lanza**

**NOES: None**

**ABSTAIN: None**

**ABSENT: Danielle Goldsmith**

## **2 INFORMATION:**

### **2.1 Marketing and Events Updates/Reports**

Updates on Roads to Big Bear, Moonridge Corridor US Olympics Village Watch Party's/NBC campaign along with Valentines/President Day 3 Day weekend marketing efforts.

### **2.2 PR/Topline Analytics Review**

Topline analytics and PR performance were reviewed as part of the marketing update.

- GA/Website Traffic and Landing Page review
- Social Media Performance (Facebook, Instagram, TikTok)

- Placier.ai Domestic CY 2025 visitation flat, spending up 12%

### **2.3 Care for Big Bear Updates:**

- Care for Big Bear became a 501(c)(3) nonprofit in January 2026 and formed a seven-member board with conservation and nonprofit expertise.
- Partnership with the California Green Business Network established the first San Bernardino County chapter.
- Dark Sky Initiative launched; efforts underway toward Dark Sky Sanctuary status for Bluff Lake and guided night hikes.
- 'Climate and Cocktails' volunteer series launched; the January 17 event included 28 volunteers removing 177 lbs of trash (valued at approximately \$2,000).

### **2.4 Committee Meetings**

- 2.4.1 Event Committee: Thursday February 19, 2026 @ 8:00 a.m.
- 2.4.2 Marketing Committee: Thursday February 19, 2026 @ 10:00 a.m.
- 2.4.3 Board of Directors: Thursday February 26, 2026 @ 8:00 a.m.

### **3 ADJOURNMENT:**

The meeting was adjourned at 10:05 a.m.

  
Travis Scott, CEO