

VISIT BIG BEAR / TBID  
MINUTES OF REGULAR BOARD MEETING  
February 26, 2026

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

**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: Loren Hafen, Danielle Goldsmith, Nick Lanza, Frank Caruso, Via Zoom Nick Cargil, Christie Brewster, VBB Staff and public Zoom attendees

Directors Absent: Clayton Shoemaker

**PUBLIC COMMUNICATIONS**

Public comment made by Tom: Big Bear Family Club Card expanding with new store at 652 Treetop, promoting local businesses. Sponsorship programs support youth sports and community clubs with 100% proceeds going to them. Proposal to distribute 500 club cards to key partners for promotion and customer engagement. Emphasis on community involvement and preventing misuse of sponsorship funds

**1 DISCUSSION/ACTION ITEMS**

Approval of Board of Directors January meeting minutes moved to March session

**2 INFORMATIONAL:**

**2.1 Marketing Highlights**

- New marketing campaign ready to launch March 2, 2026, with embargo until then.
- Campaign will be aggressive and supplemented with additional marketing support for members.
- Restaurant Week marketing gaining momentum with increased participation from local restaurants.
- Nature series 'Skyland Sanctuary' launched and integrated into social media campaigns.
- Partnership with NBC Palm Springs concluded with performance recap pending.
- Focus on long-form storytelling content to increase social media presence and engagement.

**2.2 Event Calendar Summary**

- New event calendar tool developed for better event tracking and planning.
- Calendar includes detailed data such as event types, grant information, attendance, and economic impact.
- Efforts to condense and simplify event data for easier analysis and decision-making.
- Discussion on timing and distribution of events to avoid oversaturation in certain months.

**2.3 Care for Big Bear Updates**

- Recent community events include Valentine's climbing cocktails and trash cleanup with 28 participants removing over 400 pounds of trash.

- Efforts to certify Bluff Lake as a dark sky park are ongoing, with new program revisions expected in summer.
- Collaboration with local high school sports teams for community engagement and fundraising.
- Green Business Network works with five local businesses to promote sustainability.
- Sponsorship efforts underway for SkyFest and other community initiatives to generate funding

#### **2.4 Member-Partner Overview**

- Cal Poly intern program – interviewed 10
- New partners added including Spa Teak and Rose's Cantina.
- Internship and marketing coordinator positions being filled with CAL Poly university students.
- Increased member participation in events and campaigns.
- Ongoing collaboration with Chamber of Commerce for Big Bear Restaurant Week and other promotions.

#### **2.5 PR/Topline Analytics Review**

- Achieved \$187.4 million in advertising equivalency and 7.8 billion audience impressions for December and January.
- 429 story placements secured with significant media pickups including Outside Magazine and Condé Nast Traveler.
- 'Poke-gate' media coverage generated 32 million impressions.
- Social media engagement has increased significantly, with Facebook up 55% and organic reach up 72% in last 28 days.
- New data tools provide detailed insights into visitor demographics, trip types, and spending patterns.
- Focus on understanding visitor origins and optimizing marketing efforts accordingly.

Travis' public statement: in honor of Sandy Sears and the work that she's done on behalf of our community, you know, we appreciate what she started. She really is the kind of leader of sustainability and activism for the environment and wildlife in this area. So, may she rest in peace.

#### **2.6 Committee Meetings:**

2.6.1 Event Committee: Thursday March 19, 2026 @ 8:00 am

2.6.2 Marketing Committee: Thursday March 19, 2026 @ 10:00 am

2.6.3 Board of Directors: Thursday March 26, 2026 @ 8:00 am

### **3 AJOURNMENT: 9:05 a.m.**