

VISIT BIG BEAR / TBID
MINUTES 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, Absent: Clayton Shoemaker

PUBLIC COMMUNICATIONS: Public speaker Dan Gulbranson shared his views on various issues affecting the community and tourism in Big Bear. Here are the main points of his comments:

- Concerns about local infrastructure:
 - He emphasized the problems with potholes and road safety, expressing the need for immediate action to repair these issues to ensure public safety for both locals and visitors.
- Criticism of local government response:
 - Dan pointed out that existing processes for addressing road maintenance are insufficient, and he called for more accountability from local officials.
- Support for community engagement:
 - He advocated for active participation from residents in addressing these concerns and suggested that enhancing road safety is crucial for maintaining Big Bear's reputation as a desirable tourist destination.

Overall, Dan's comments focused on the importance of addressing infrastructure issues to support public safety and the visitor experience in Big Bear.

1 DISCUSSION/ACTION ITEMS

1.1 Meeting Minutes: [January 29, 2026](#) & [February 26, 2025](#), Recommended Action: *Approve Minutes*

Christie motions to approve both January and February meeting minutes, Frank seconded

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

NOES: None

ABSTAIN: None

ABSENT: Clayton Shoemaker

1.2 [Marketing Framework 2026-2027](#), Recommended Action: *Approve Marketing Strategy 2026-2027*

Travis presents marketing framework for 2026-2027

- Reviewed the FY 2026–2027 Marketing Plan for Big Bear Lake. The plan is focused on increasing year-round visitation, strengthening destination visibility, and supporting local economic activity through a four-season marketing approach.
- Noted a strategic shift away from heavy reliance on winter and snow-based travel, with increased emphasis on spring, summer, fall, and shoulder-season visitation.
- Discussed the decision to begin spring and summer marketing earlier, starting in March 2026, to address post-winter demand softness and encourage earlier trip planning and booking behavior.
- Reviewed the full-funnel marketing framework designed to move potential visitors from destination awareness to trip planning, booking, advocacy, and repeat visitation. bigbear.com was identified as the central conversion and booking platform.
- Confirmed the plan's broader destination positioning, highlighting Big Bear Lake as a year-round destination for outdoor recreation, family travel, sports, arts and culture, pet-friendly travel, holiday experiences, and events.
- Reviewed the integration of the "Care for Big Bear" stewardship message throughout marketing efforts, events, content, and partner communications.
- Discussed target audience insights, including the importance of family households, younger travelers, multicultural audiences, and the Southern California drive market.

- Noted priority marketing objectives, including increasing awareness during key travel periods, supporting overnight stays, strengthening owned-media performance, improving partner alignment, and maintaining measurable results across the funnel.
- Reviewed supporting infrastructure priorities, including website development, SEO, content expansion, landing pages, analytics tools, business listings, and broader brand/rebrand readiness.
- Acknowledged the importance of continued collaboration with local businesses, event organizers, and hospitality partners to support coordinated destination marketing and visitation growth.
- Noted that updated demographic data, including year-over-year and year-to-date indicators, will be used to monitor changes in audience composition and campaign performance over time and to refine targeting, creative strategy, and seasonal messaging.

Frank motions to approve Marketing Framework as presented, Nick Lanza seconds

AYES: Loren Hafen, Nick Cargill, Christie Brewster, Danielle Goldsmith

NOES: None

ABSTAIN: None

ABSENT: Clayton Shoemaker

1.3 Budget Forecast 2026-2027: *Approve Budget Forecast 2026-2027*

- The CEO presented the proposed FY 2026–2027 budget for Visit Big Bear.
- The proposed budget includes total projected revenues of \$6,080,000 and total projected expenditures of \$6,061,672, resulting in a projected positive net position of \$18,328.
- Revenue sources presented included TBID revenue, Visit Big Bear Events revenue, partnership revenue, Visitor Center revenue, interest earned, and Care for Big Bear income.
- The CEO stated that the proposed budget is intended to support Visit Big Bear’s FY 2026–2027 strategic and marketing priorities, including year-round destination promotion, event support, public relations, visitor services, and destination-related improvements.
- The presentation identified Events Accounts totaling \$2,467,300, including funding for the BB Theater Project and TBID Events Grants.
- The presentation also identified Marketing Accounts totaling \$1,977,150, including allocations for Content Creation and Digital Campaigns, Digital Marketing, paid media support, Traditional Marketing, and Website support.
- The CEO presented Public Relations Accounts totaling \$280,000 to support media, destination storytelling, event visibility, and related communications efforts.
- Additional proposed expenditures included Tourism Impact Mitigation Fund Accounts totaling \$77,000 and Tourism Related Improvements Accounts totaling \$197,000, including funding for tourism improvements.
- The presentation further included Visitor Center Accounts totaling \$437,812 and Admin and Operations Accounts totaling \$529,460.
- The CEO noted that the proposed budget continues to incorporate Care for Big Bear co-branding where appropriate and emphasized the importance of reporting and accountability for major spending categories.

Frank motions to approve budget as presented, Danielle seconded

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

NOES: None

ABSTAIN: None

ABSENT: Clayton Shoemaker

2 INFORMATIONAL:

2.1 Schedule Annual Meeting Date

Discussed optional dates of June 18th or 25th for what date would be best suited for Board members. The Board decided on June 25th 2026

2.2 Marketing Highlights

- Partnership with AV Alta FC (professional soccer club):
 - Booth activations and commercials during home games.
 - Social media collaborations.
 - Aiming to leverage FIFA World Cup to promote Big Bear.
- Launch of a monthly podcast:
 - Promotes Big Bear as a premier athletic training and recovery destination.
 - Highlights events such as Spark and Race, Paddlefest, and Kodiak.
- Updates on promotional events:
 - Ongoing marketing for Restaurant Week.
 - Visitor magazine is set to go to print soon.
 - Planning for Big Bear Fun Run and Polar Plunge events.
 - Collaboration with the rodeo for promotion.
- Engagement with Visit California:
 - Ongoing PR submissions to promote Big Bear.

- Focus on astro tourism and related activities.
- Overall emphasis on community engagement and strategic marketing efforts to increase tourism.

2.3 Event Calendar Summary

Update for the next meeting due to Stephanie's absence

Public comment Frank Forbes said the Big Bear Rodeo is a major event because it serves as a qualifier for the national finals in Las Vegas. He noted it will attract top cowboys looking to boost their earnings before the finals and said its broadcast on the Cowboy Channel will raise its profile even more. Overall, he framed the rodeo as a big opportunity to draw visitors, generate excitement, and support tourism in Big Bear.

2.4 Care for Big Bear Updates

Launch of the Green Partner Program:

- Designed to invite businesses in various sectors (lodging, recreation, etc.) to adopt sustainable practices.
- No fees associated with joining; participating businesses will receive benefits from Care for Big Bear and California Green Business Networks.
- Three partners will be certified during an event on Thursday, providing an opportunity for feedback and questions.
- Objectives of the Green Partner Program:
 - To unify sustainability messaging among local businesses.
 - To promote awareness of sustainable practices to both locals and visitors.

2.5 Member-Partner Overview

- Collaboration with Discover IE:
 - Promoting spring activities through joint efforts with Discover IE.
- Staff Recruitment:
 - Welcoming Wendy as the new engagement coordinator to assist with community engagement and wine walks.
 - Hiring a marketing coordinator from Cal Poly, who specializes in experience marketing and destination marketing.
- Public Relations Submissions:
 - Two recent PR submissions to Visit California:
 1. Highlighting sustainable mountain travel that features Care for Big Bear initiatives.
 2. Promoting Big Bear's Western-themed opportunities, including the PRC Rodeo and local dining.
- Event Planning:
 - Updates on the Big Bear Fun Run with lodging partnerships secured.
 - Marketing for the Polar Plunge, with KOLA providing DJ and live broadcast services.
 - Preparations for the Big Bear Rodeo, focusing on ticket sales and event promotion.
- MaiFest marketing and collaboration with Tour of Big Bear for new experiences.
- Reminders about ongoing projects, including Bear Crawl plans and wine walk preparations.
- Total visitor engagement through ongoing marketing initiatives and events.

2.6 PR/Topline Analytics Review

- PR Performance: Public relations equivalency significantly exceeded expectations, achieving 4.8 billion in media coverage.
- Website Analytics: Website traffic increased by 27% year-on-year, driven by paid social media and direct traffic.
- Social Media Performance: Facebook generated 1.6 million views, despite a 47% decrease compared to the previous period.

Nick Cargill comment: Overall comment reflected an analysis of current tourism trends and a call for strategic adjustments to better accommodate the changing dynamics of visitor behavior and marketing responses in Big Bear.

2.7 Committee Meetings:

- 2.7.1 Event Committee: Thursday April 16, 2026 @ 8:00 am
- 2.7.2 Marketing Committee: Thursday April 16, 2026 @ 10:00 am
- 2.7.3 Board of Directors: Thursday April 23, 2026 @ 8:00 am

- Public comment: US Rowing PR event updates.

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.

A handwritten signature in black ink that reads "Travis Scott". The signature is written in a cursive, slightly slanted style.

Travis Scott, CEO

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