

VISIT BIG BEAR / TBID
MINUTES OF BOARD MEETING
April 23, 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 April 23, 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: March Recommended Action: *Approve Minutes*

Danielle approved minutes, Nick Lanza seconded,

AYES: Loren Hafen, Nick Cargill, Frank Caruso, Clayton Shoemaker, Christie Brewster

NOES: None

ABSTAIN: None

ABSENT: None

2 INFORMATIONAL:

2.1 Marketing Highlights

Matt presents:

- Influencer & content partners: Stellar.co (influencer Brie Rose: 519,000 IG followers, 329,500 TikTok followers; avg Reels views ~79,000). Top influencer posts reached 6.4M and 15.6M views.
- Editorial & social partners: Locale Magazine (552,000 IG followers, 257,000 TikTok followers; 8.5M total TikTok likes). Visit California co-op provided a content library and distribution support.
- Conversion media: Expedia partnership (Expedia/Hotels.com/VRBO) integrated into a Visit California co-op; campaign includes banner/web/ad/display/adaptive assets and dedicated landing pages for targeting conversion intent
- Strategy summary: multi-stage funnel focus — awareness → consideration → regeneration → conversion. Emphasis on high-yield, low-effort influencer/editorial partnerships and targeted conversion audiences (adjacent mountain destinations) with lead-gen elements like giveaways.
- Noted performance trend: participation in the Global IQ-style lead campaigns increased roughly 3x between the 2024 and 2025 efforts.

2.2 Event Calendar Summary

Stephanie presents:

- Polar Plunge (last Saturday): strong turnout; fundraiser raised \$82,000 (goal \$60,000)
- Low Rider & Big Bear Moto events scheduled this weekend, the 25th — local support via social posts and newsletters; ticketing reported (example: one organizer sold ~50 tickets vs target 150).
- Memorial Barbecue (May 25): 96 general tickets sold to date; VIP queue moving faster. Fishing for 50K are on sale with 200 tickets sold.
- Snow Valley bike park opening saw heavy on-site demand and full parking; Summit bike park activations planned for Memorial Weekend.
- Multiple upcoming community events: Mother's Day Descent (May 10), ongoing night hikes, Astro tourism events, and other seasonal programs.

2.3 Care for Big Bear Updates

Sara presents:

- Recent community clean-up at Rathbun Creek off Moonridge Rd implemented; participation variable lowest collection this year.
- Care for Big Bear engaged at local and regional forums (Elevate Summit); launched a green business program with several local businesses committed (5–6 on-board so far).
- Astro tourism & solar observatory: regular tours and monthly sidewalk astronomy in the village; partnerships formed with local astrophysicists and stargazing vendors
- Transit & visitor services: Forest Service trolley-to-trails launch May 1; Care for Big Bear asset/content planned on the trolley to promote responsible visitation.

2.4 Member-Partner Overview

Mike presents:

- **Visit California / Inland Empire presentation:** Visit Big Bear presented to Visit California staff with other Inland Empire DMOs, highlighting astro-tourism and 140+ supported events. The Oktoberfest-style interactive portion was very well received.
- **Sports tourism:** A team member will attend the Inland Empire World Trade Conference, focused on advancing sports tourism globally, with interest in high-altitude training opportunities.
- **Visit California campaign:** Big Bear is featured in the Inland Empire section of the **More Than Just Parks** statewide destination campaign. Visit California is promoting it broadly and provided partners with a content library for social sharing.
- **Marketing funnel:** Visit California drives awareness nationally and internationally, Discover Inland Empire supports the regional funnel, and Visit Big Bear helps convert visitors at the destination level.
- **Wellness PR:** A Visit California PR submission highlighted **"Wellness Beyond the Spa"** in Big Bear, including spa treatments, sound bathing, yoga, meditation, guided hikes, and wellness experiences at 6,700 feet.
- **Wine Walk:** Tickets are on sale, with a local buy-three-get-one-free offer. Wendy Badger has begun planning, and partner outreach is underway for group space and raffle prizes.
- **Partner updates:** New partners include **Amid the Stars**, an astrophysicist-led stargazing company, and **Log Podge**, which may serve as a remote visitor center with maps and partner referrals.
- **Staffing:** Wendy Badger is onboard for Wine Walk and partner/member support. Cole Sewell has joined as marketing coordinator.
- **Restaurant Week:** Restaurant Week performed well, with strong content and positive partner feedback. Captain's Anchorage reported increased traffic and is considering future elevated dining events.
- **Promotions and recognition:** A lodging promotion offered two tickets with two-night bookings on select weekends. Big Bear earned **second best small town** in USA Today voting.
- **Forest Service update:** The Forest Service agreed to move forward with the event plan, and the issue may point to a broader process gap for forest events.

2.5 PR/Topline Analytics Review

Cole & Karla presents:

- Earned/paid highlights: placements with major outlets (example: CBS LA, MSN) and paid editorial pushes; highest-performing content piece was an MSN collaboration with strong reach.
- Social topline: Instagram views nearly 1,000,000 over the recent period (organic increases); Instagram performance up ~38% vs prior period; content output up ~143% (volume increase) with many small-to-large view pieces including viral posts.
- Site & search signals: Events pages up 32%, season pages up 30%, property searches up 25%, property data up 33% vs prior period.
- Watch time / engagement: watch time increased ~25%; Facebook impressions dipped in a recent 28-day window but total digital presence remains strong (multiple platforms >100k impressions each for partner placements).

2.6 Committee Meetings:

- 2.6.1 Event Committee: Thursday May 21, 2026 @ 8:00 am
- 2.6.2 Marketing Committee: Thursday May 21, 2026 @ 11:00 am
- 2.6.3 Board of Directors: May 28, 2026 @ 8:00 am

3 AJOURNMENT: 9:18 am by Loren

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 20th day of April 2026.



Travis Scott, Board Secretary

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.