



**Visit Big Bear / Tourism Business Improvement District
Governing Board Meeting Minutes
April 1, 2020**

A Board Meeting of the Governing Board of Visit Big Bear / Tourism Business Improvement District was called to order by President Bob Pool at 1:00 pm, on Wednesday, April 1, 2020, via Zoom Video / Telephonic meeting due to the COVID 19 restrictions on group meetings.

Special Session Board Meeting – 1:00 p.m. Closed Session and 1:30 p.m. Open Session.
Said Special Meeting is being called pursuant to Section 54956 of the Government Code of the State of California.

1 p.m. - CALL TO ORDER

President Bob Pool called the meeting to order at 1:00 p.m.

ROLL CALL

Board Members Present (remotely):

- Bob Pool, President
- Nick Lanza, 1st Vice President
- Loren Hafen, 2nd Vice President
- Jo Ann Cecil, Treasurer
- Oliver Deubel, Secretary
- Danielle Goldsmith, Director
- Clayton Shoemaker, Director

1. CLOSED SESSION PUBLIC COMMUNICATIONS: None.

CLOSED SESSION

1.1 EMPLOYEE NEGOTIATION Pursuant to Government Code Section 54957(b)(1)

Title of Position: Interim CEO Negotiation

1.2 Results of CLOSED SESSION and Negotiation of Interim CEO: The Board announced that they have negotiated an agreement with Michael Perry to be the VBB Interim CEO.

OPEN SESSION

1:30 p.m. - CALL TO ORDER

President Bob Pool called the meeting to order at 1:35 p.m.

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ROLL CALL

Persons present (remotely): Bob Pool, President; Nick Lanza, 1st Vice President; Loren Hafen, 2nd Vice President; Jo Ann Cecil, Treasurer; Oliver Deubel, Secretary; Clayton Shoemaker, Director; Danielle Goldsmith, Director; Darien Schaefer; Eddie Kirsch; Michael Perry; Monique Rangel; Will Wiesfeld; Matt McCabe, Stephanie Castillo; Sara Schacht; Ellen Clarke; Glenda Maldonado; Ken Bascom; Stanley Miller; Dionne Olsen; John Harris; S Fernandez; Sean G; Stephen Box; Jessica Lundy; Bill Nugent; Justin Marche; Micah Marshall; Rick Bates.

Please Note: Agenda items may be moved at the discretion of the Board.

PUBLIC COMMUNICATIONS: None.

(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. FUTURE MEETINGS

- **Committee Meetings** – Thursday, April 16, 2020 - 8am - Noon – Remote via Zoom
- **Board Meeting** – Thursday, April 23, 2020 - 8 am – Remote via Zoom

Motion to approve future meetings by Hafen, seconded by Deubel.

Approved by the following vote:

AYES: All

NOES: None

ABSTAIN: None

ABSENT: None

2. INTERIM CEO's REPORT – Michael Perry

Interim CEO, Michael Perry, discussed meetings he had with VBB staff to get to know everyone. It was announced that the new budget will begin April 1 as the TBID was implemented in the month of April.

Darien Schaefer presented the financial projection and the proposed budget statement of financial position as of yesterday (Mar 31). An itemized budget and receipts showed \$1.7m in the bank for TBID funds.

Mr. Schaefer then presented a budget overview for 2021 starting today (Apr 1). The first TBID payment should arrive early June. It is anticipated that it may be until the 3rd quarter before significant lodging revenue once again is seen from visitors.

There is just under \$2.43m in the total 2020/21 budget, though the next two months will see a negative cash flow.

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City Manager Frank Rush made it clear that the City will still be expecting TOT tax dues for the first quarter of the fiscal year. Ken Bascom of Hillcrest Lodge noted that the City should consider that 80% of lodging reserves went to refunds to guests during COVID-19 and there is no income to support TOT tax at this time. Mr. Perry advised that lodging facilities need to reach out directly to Rush concerning this matter.

3. DISCUSSION/ACTION ITEMS

3.1 COVID Crisis

VBB is diligently sending out info updates as they come in regarding mandates, and financial aid available to affected businesses. Mr. Perry advised attendees to send any helpful news or insights to Sara Schacht or himself. The goal is to get important resources distributed to our members who are struggling during this time. Info and updates can also be found on our BigBear.com website as well.

3.2 4th of July Fireworks

Mr. Perry recommended that VBB and the City of BBL split the cost (50/50) for the 2020 4th of July Fireworks Show. The Show can be rescheduled as late as October 2020 if need be due to the COVID 19.

Ellen Clarke of the Chamber expressed her reservations for asking our local businesses, 2nd home owners and visitors to help contribute to fundraising this year, as businesses are struggling and expendable income is low among many Americans at this time. She suggested making a statement on social media where anyone interested could make a donation.

Jo Ann Cecil believes that Rotary should handle the labor (as in the past) on this event as well. Mr. Perry concurred that Rotary will provide the labor as in the past.

Mr. Perry added that the current contract with Rotary and the fireworks company will be terminated and replaced with the new 50/50 split contract. The 50/50 split is to be presented to City Council for their approval on April 27.

A motion to partner with the City to split the cost of fireworks - \$40K each – with the show able to be rescheduled not than Oct 31 was made by Cecil and seconded by Shoemaker.

Approved by the following vote:

AYES: All

NOES: None

ABSTAIN: None

ABSENT: None

Moving forward in 2021, it is recommended by Mr. Perry that VBB take over the event with VBB branding as a part of the VBB TBID Renewal.

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3.3 Bank Resolution / Authorized Signatures

Mr. Perry recommended that the Board approve the Resolution regarding Contracting of Officers and Authorized Signatures for First Foundation Bank and Union Bank.

Motion to adopt the Resolution made by Hafen, seconded by Deubel.

Approved by the following vote:

AYES: All

NOES: None

ABSTAIN: None

ABSENT: None

The Board concurred that with the COVID 19 emergency and shelter in place regulations, Mr. Perry will be authorized to sign checks for up to \$5K. A Treasurer / Board Member approval will be needed for checks above \$5K. Mr. Perry recommended and the Board agreed that the (over \$5K) check approval request may be emailed to the Treasurer or Board member for their approval via return email - to avoid person to person contact pursuant to the COVID 19 regulations.

Motion to approve over \$5K checks by email made by Hafen, seconded by Goldsmith seconds.

Approved by the following vote:

AYES: All

NOES: None

ABSTAIN: None

ABSENT: None

3.4 Marketing, PR and Website

Marketing Director Eddie Kirsch discussed updates to the BigBear.com website with information and resources for small businesses affected by COVID-19. Attention is given to restaurants and businesses still operating in the Valley, tips and suggestions for navigating business during the lockdown are given, and a full page is dedicated to the new loan programs available from Congress' CARES Act.

Social media messaging is focused on support local, inspirational, and informational content. The slogan 'Your Adventure can wait' is being used. Regular emails talking about business resources are being sent as well as newsletters to share local info and community spirit.

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Looking ahead 6 months, special focus will be given to the new Visitor Magazine, the recovery plan (for May is in place). June through August is where most marketing efforts will be made. Advertising channels being looked at for summer are, TV spots, radio spots, billboards, and a special print feature with Westways Magazine.

Digital channels for advertising will include content on paid social media, Google ads, YouTube, paid searches, Travelzoo, and Red Tricycle.

President Pool said it would be important to lean on the government to hear when it is safe to travel. VBB can't jump the gun on marketing as we need to protect the locals health.

3.5 Events

Events Director Will Weisfeld discussed that FF\$50k planning is to move forward. The event could comply with social distancing guidelines and minimal financial input.

Planners for the Adventure Van Expo want to change their event date to late June. Mr. Weisfeld asked if VBB should still issue grant dollars for a Fall event. His recommendation is to not shoot for June but for September where there are better opportunities for scheduling. A Fall event would also be a safer financial investment. The Board concurred with trying to reschedule for Fall.

Mr. Weisfeld explained that significant sponsorships were a possibility if VBB took charge of the 4th of July Fireworks event in future.

Mr. Weisfeld also shared that the Big Bear Film Summit will move to a digital format and asked VBB to change from a sponsor to an investor. VBB could acquire a revenue benefit if this happened.

Rick Bates joined the call to discuss contingency plans for the Spartan event. He explained that Spartan has a two week window for June dates should their original May plan not work out. He suggested moving the event to Bear Mountain and shared that Spartan has acquired the Tough Mudder. The Spartan event may change to a Tough Mudder race in lieu of Spartan, most likely in October.

Mr. Shoemaker advocated for postponement over cancelation as it resonates poorly with visitors. Cancelations make it hard to get those events going again. He also advised that Summit Bike Park's Memorial Day opening will most likely not happen.

The Annual Meeting will take place remotely. Zoom is capable of hosting up to 1000 attendees. Mr. Weisfeld explained he was also looking for online election services and soliciting as many proxy votes as possible.

Ellen Clark made an announcement that the Chamber of Commerce Gala will be cancelled and they will not have the means to contribute to the 4th of July Fireworks costs.

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Lastly, Ken Bascom advised that the City should make it well known that they are expecting TOT taxes at the regular due date. Many businesses may not be aware or be able to afford it at this time.

ADJOURNMENT

There being no further business to come before the Board at this session, President Bob Pool adjourned the meeting at 2:59 pm.

Michael Perry, Board Secretary