



Visit Big Bear/Tourism Business Improvement District

Governing Board Meeting Minutes

January 29, 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 8:01 am, on Wednesday, January 29, 2020, at the Visit Big Bear Office, 40824 Big Bear Blvd, Big Bear Lake, CA, 92315.

OPEN SESSION

Flag Salute: Nick Lanza led the Pledge.

Board Members Present: Bob Pool, President; Nick Lanza, 1st Vice President; Loren Hafen, 2nd Vice President; Jo Ann Cecil, Treasurer; and Oliver Deubel, Secretary.

Board Members Absent: Clayton Shoemaker, Director; Danielle Goldsmith, Director

Others Present: Darien Schaefer, Monique Rangel, Eddie Kirsch, Will Weisfeld, Matthew McCabe, Sara Schacht, Stephanie Tallon, Katelynn Larson, Mason Perry, Michael Hanson, Gabriel Horn, Chris Barnes, Laura Bylund.

PUBLIC COMMUNICATIONS: None

1. FUTURE MEETINGS:

- Board Committee Meetings are scheduled for Thursday, February 20, 2020.
- Regular Board Meeting will be held at 8 am, on Thursday, February 27, 2020.

Motion by Cecil, seconded by Hafen to approve the February meeting dates.

The dates were approved by the following vote:

AYES:	Pool, Lanza, Hafen, Deubel, Cecil
NOES:	None
ABSTAIN:	None
ABSENT:	Shoemaker, Goldsmith

2. CEO's REPORT

Schaefer noted his attendance at a Caltrans Meeting with Multiple Agencies for Snow/Traffic Plan in San Bernardino Mountains, held at City Hall. It's a positive step in addressing communication and preparedness for future weather incidents. Additional meetings will be held monthly for the foreseeable future.

Schaefer also noted that public relations efforts by Visit Big Bear resulted in two articles about the Big Bear Lake Airport. Those articles resulted in an inquiry from the Colorado Pilots Association to bid on their fly-in program. Big Bear Lake will be the feature destination for September 2020.

3. DISCUSSION / ACTION ITEMS

3.1 APPROVAL OF MINUTES:

Motion by Hafen, seconded by Deubel, to approve Meeting Minutes from Board's Special Meeting held on December 12, 2019 and December 18, 2019.

Minutes were approved by the following vote:

AYES:	Pool, Lanza, Hafen, Deubel, Cecil
NOES:	None
ABSTAIN:	None
ABSENT:	Shoemaker, Goldsmith

3.2 EVENTS:

Weisfeld presented three TBID Event Grant Applications. The Big Bear Lake Chili Cook-Off is in its third year of funding and has applied for \$10,000. Visit Big Bear has successfully run this event for the last two years. The event is ready to expand in 2021 or be sold to another organization to run.

Motion by Lanza, second by Deubel, to approve the Big Bear Lake Chili Cook-Off request of \$10,000.

The Motion was approved by the following vote:

AYES:	Pool, Lanza, Hafen, Deubel, Cecil
NOES:	None
ABSTAIN:	None
ABSENT:	Shoemaker, Goldsmith

Weisfeld introduced Michael Hanson and Gabriel Horn, representatives of the Big Bear Lake International Film & Music Festival. This is a new event scheduled for June 12-14, 2020. Considerable discussion ensued on the merits of the event as well as concerns on planning time. An event of this type would be a welcome addition to the calendar.

Motion by Lanza, second by Hafen, to approve \$10,000 in marketing support for this new event.

The Motion was approved by the following vote:

AYES:	Pool, Lanza, Hafen, Deubel, Cecil
NOES:	None
ABSTAIN:	None
ABSENT:	Shoemaker, Goldsmith

Weisfeld introduced Chris Barnes with Tour De Big Bear. This successful event continues to grow with a target registration of 2500 cyclists. The event covers four days and is looking for marketing support from Visit Big Bear.

Motion by Lanza, second by Hafen, to approve \$10,000 in marketing support for Tour De Big Bear.

The Motion was approved by the following vote:

**Visit Big Bear/Tourism Business Improvement District
Governing Board Meeting Minutes January 29, 2019**

AYES: Pool, Lanza, Hafen, Deubel, Cecil
NOES: None
ABSTAIN: None
ABSENT: Shoemaker, Goldsmith

Schaefer reviewed the investment Visit Big Bear has made over several years in stocking Big Bear Lake with fish through Big Bear Lake Municipal Water District. The goal has been to maintain a quality fishing experience until the proposed Fish Hatchery is built and is able to stock the lake. We have made commitments previously of \$60,000 and \$45,000. The Fish Hatchery is projected to break ground this spring and provide fish to the lake in Spring of 2021.

Motion by Deubel, second by Cecil, to approve \$40,000 from the Tourism Development Fund to purchase fish to stock Big Bear Lake for the 2020 season.

The Motion was approved by the following vote:

AYES: Pool, Lanza, Hafen, Deubel, Cecil
NOES: None
ABSTAIN: None
ABSENT: Shoemaker, Goldsmith

3.3 BUDGET, STAFFING and OPERATIONS:

To finalize signatories for the Visit Big Bear bank accounts, a motion is required by the Board.

Motion by Hafen, second by Lanza, to approve Darien Schaefer, Robert Lynn Pool, Thomas Lanza, Loren Hafen, Jo Ann Cecil, and Oliver Deubel as authorized signatories on the bank accounts. Charles Brewster and Ken Bascom are to be removed as signatories on the bank accounts.

The Motion was approved by the following vote:

AYES: Pool, Lanza, Hafen, Deubel, Cecil
NOES: None
ABSTAIN: None
ABSENT: Shoemaker, Goldsmith

Rangel presented a two-year Partnership application from Open Air Big Bear.

Motion by Lanza, second by Cecil, to approve the partner application for Open Air Big Bear.

The Motion was approved by the following vote:

AYES: Pool, Lanza, Hafen, Deubel, Cecil
NOES: None
ABSTAIN: None
ABSENT: Shoemaker, Goldsmith

Schaefer provided a visitor center update. Visitor Center traffic continues to be strong with our record day of 1600 visitors on Sunday, January 6, 2020. We have received our Certificate of Occupancy.

**Visit Big Bear/Tourism Business Improvement District
Governing Board Meeting Minutes January 29, 2019**

Research on Phase 2/Parking Lot/Storage Improvements continues with preliminary numbers targeted to be available in February.

Hafen spoke briefly about the TBID Renewal. He will activate the Ad Hoc Committee which includes Deubel and Goldsmith. We contact CIVITAS to start again in March 2020.

Schaefer reviewed the financial report. A check in the amount of \$19,558.95 was issued to Wyndham Destinations for over payment of TBID receipts during 2017. This was caught during an audit conducted by the City of Big Bear Lake. The City of Big Bear Lake issued a TOT refund of \$52,212.36 to Wyndham.

3.4 MARKETING and PR:

Kirsch introduced Stephanie Tallon and Katelynn Larson from 85Sixty, our digital marketing agency. Tallon gave a presentation reviewing fiscal year 2019/2020 and then recommendations for a media strategy for 2020/2021.

Kirsch reviewed the sales pieces for advertising in the new Visitors Magazine and on BigBear.com. Nicole Bordges with Destination Creative Group will be in town the first week of February to meet with our Partners to discuss advertising in the Visitors Magazine.

Kirsch reviewed the Brand USA marketing including the Roadtrip video and landing pages on their website.

3.5 REFERRAL:

Rangel reviewed the E-Commerce Report for December noting lower website traffic has had a direct impact on activity within the booking engine. Several factors have impacted website traffic including the launch of the new website, lower snow activity, and changes in Google search. While overall bookings and revenue through Inntopia is lower than last year, the conversion rate of traffic into bookings is higher than last year.

Rangel provided an update on Inntopia connections. We've received two timelines from Inntopia to build out the MyAllocator connection to the Inntopia system. The cost-effective scenario schedules the work for third quarter 2020. Several Board Members were frustrated that this was later than anticipated. A meeting with Inntopia has been scheduled to review/improve upon this timeline.

ADJOURNMENT

There being no further business to come before the Board at this session, President Bob Pool adjourned the meeting at 11:03 am.



Darien Schaefer, Board Secretary