

VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
April 22, 2021

Special Session Board Meeting – 8 a.m.

Location: VIDEO / TELEPHONIC ONLY.

Present: Christie Brewster, Jo Ann Cecil, Danielle Goldsmith, Loren Hafen, Nick Lanza, Robert Manning, Clayton Shoemaker, Michael Perry, Monique Rangel, Will Weisfeld, Sara Schacht, Sara Schacht, Matt McCabe, Larry Vaupel, Adriena Daunt, Frank Rush, Tori Hester, Keilah Matthews, Katey Casab, Shauna Pomerleau, Oliver Deubel

CALL TO ORDER – 8:01 a.m. by President Loren Hafen

PLEDGE OF ALLEGIANCE

ROLL CALL – Hafen, Lanza, Shoemaker, Cecil, Manning, Goldsmith, Brewster

PUBLIC COMMUNICATIONS: None

1. DISCUSSION/ACTION ITEMS

1.1 Approve Future Meeting Dates

- Committee Meetings – Thursday, May 20, 2021 – as needed - Remote via Zoom
- Annual Membership Meeting – Thursday, May 27, 2021 – 6 pm Remote via Zoom

Future meetings were approved by Board consent.

1.2 Brown Act Training – Victoria Hester, Best, Best and Krieger (City Attorney)

- Training on the California Open Meeting Law – The Brown Act

Ms. Hester introduced herself and her current practices. She discussed the California Open Meeting Law and the public’s right to access public meeting proceedings, including Visit Big Bear Board of Directors’ Meetings. When a non-profit organization, such as Visit Big Bear, receives TBID funds, they are subject to the Brown Act as well as the Public Records Act. Ms. Hester’s talking points included social media interaction, quorum requirements, and rules governing closed sessions, among other items contained within the Brown Act.

1.3 Marketing & Operations - Monique Rangel, Director of Operations

- Marketing Strategic Plan – Update by Adriena Daunt

Ms. Daunt is waiting on research from Buxton before she can build out VBB’s Strategic Marketing Plan. Research should be available end of April with the draft Plan presented to the Board in June.

- New Partner approval - O Koo Ran as a Retail partner.

Motion to approve new partner made by Nick Lanza, seconded by Clayton Shoemaker.

AYES: Lanza, Shoemaker, Hafen, Cecil, Manning, Goldsmith, Brewster

NOES: None

ABSTAIN: None

ABSENT: None

- Visitors Center Parking Lot Renovation

CEO Perry shared the VC parking lot renovation plan. The plan will bring the VC into compliance with the City's Village Specific Plan. The layout includes electric charging stations available to the public at cost. Loren Hafen expressed that the charging stations would better serve the public at public parking lots like Bartlett. Clayton Shoemaker suggested moving the EV stations to a less prime parking area so they don't get taken up by non-electric vehicles. Robert Manning agreed. Staff will proceed with application to the City for a permit to construct.

- Contribute to City Restroom at MWD Stanfield Parking Lot

CEO Perry shared the concept of the VBB helping to fund the construction of a permanent Public Restroom at Stanfield using Tourism Mitigation Funds (TMF). This would relieve the TMF of paying to provide porta potties year round at this location. The Board concurred with the partnership with the City 'in concept' and asked that City staff brief the Board on the restroom when actual construction plans become available.

1.4 Events – Will Weisfeld, Director

- Memorial Weekend – Grill & Chill Update

The Big Bear Lake Planning Commission approved the closure of Bartlett Parking Lot for the 2021 Grill & Chill. Will Weisfeld shared the names of sponsors for the event and concepts for posters, print ads, bands, and discussion followed about a kids' area.

1.5 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of March 25, 2021

Motion to approve the March Minutes by Shoemaker and seconded by Brewster.

AYES: Shoemaker, Brewster, Lanza, Hafen, Cecil, Manning, Goldsmith

NOES: None

ABSTAIN: None

ABSENT: None

1.6 CEO's Report

- Financial Report and Fund Balances
- Draft Agenda for Annual Meeting

CEO Perry discussed the Financial Report, Fund Balances and Draft Agenda for the Annual Meeting with the VBB Board.

ADJOURNMENT – 9:32 a.m.

Motion to adjourn by Goldsmith and seconded by Shoemaker.

AYES: Shoemaker, Brewster, Lanza, Hafen, Cecil, Manning, Goldsmith

NOES: None

ABSTAIN: None

ABSENT: None



Michael Perry, Board Secretary