

**VISIT BIG BEAR / TBID**  
**MINUTES OF SPECIAL BOARD MEETING**  
**June 24, 2021**

Special Session Board Meeting – 8 a.m.

**Location:** VIDEO / TELEPHONIC ONLY.

Present: Christie Brewster, Jo Ann Cecil, Loren Hafen, Nick Lanza, Danielle Goldsmith, Robert Manning, Judi Bowers, Bynette Mote, Adriena Daunt, Michael Perry, Monique Rangel, Will Weisfeld, Matt McCabe, Sara Schacht

**OPEN SESSION**

**CALL TO ORDER** – 8:03 am President Loren Hafen

**PLEDGE OF ALLEGIANCE**

**ROLL CALL** – 6 present, Clayton Shoemaker excused

**PUBLIC COMMUNICATIONS:** No public comment

**1. DISCUSSION/ACTION ITEMS**

**1.1 Approve Future Meeting Dates**

- Committee Meetings – Thursday, July 15, 2021 – as needed - Remote via Zoom
- Board Meeting – Thursday, July 22, 2021 – 8 am Remote via Zoom

**Future meetings were approved by Board consent.**

**1.2 Approval of Board Meeting Minutes**

- Approve Board Meeting Minutes of April 22, 2021

**Motion to approve April 22, 2021 meeting minutes by JoAnn Cecil, seconded by Christie Brewster**

**AYES:** Cecil, Brewster, Nick Lanza, Loren Hafen

**NOES:** None

**ABSTAIN:** None

**ABSENT:** Clayton Shoemaker, Danielle Goldsmith, Robert Manning

**1.3 Operations** - Monique Rangel, Director of Operations

Ms. Rangel presented restaurant Sweet Basil Bistro for a new partnership with Visit Big Bear.

**Motion to approve Sweet Basil Bistro partnership by Jo Ann Cecil, seconded by Nick Lanza**

**AYES:** Cecil, Brewster, Lanza, Hafen

**NOES:** None

**ABSTAIN:** None

**ABSENT:** Clayton Shoemaker, Danielle Goldsmith, Robert Manning

Danielle Goldsmith, Robert Manning join the meeting.

#### **1.4 Events – Will Weisfeld, Events Director**

Mr. Weisfeld presented an overview of the Grill & Chill event. Highlights included an estimated 20K attendees and \$95K ticket sale revenue. Positive feedback was received all around by sponsors, cooks, vendors, etc.

Fishin' for \$50K saw 509 registrants equaling a 92% sellout. Most revenue goals were exceeded and sponsors gave positive feedback. The 2022 event will look at including a vendor village at the award ceremony.

#### **1.5 Marketing – Adriana Daunt, Marketing Consultant**

Ms. Daunt presented an Executive Summary of the VBB Strategic Marketing Plan. The summary included the goals of identifying a target audience, balancing the needs of locals and visitors, and showing that VBB is in support of community.

Supporting research included stakeholder (business owners, city council, residents, etc.) interviews, Buxton data on day tripper/overnight visitation, and corresponding visitor profiles by Experian Mosaic. Trip Advisor social listening tools also measured tourism sentiment.

The Board congratulated Ms. Daunt on her Plan and directed Staff to proceed to implement the Plan.

#### **1.6 CEO's Report**

- Financial Report and Fund Balances

Mr. Perry presented the June Financial Report and looked forward to 4<sup>th</sup> of July and Chili Cookoff.

**ADJOURNMENT – 9:20 am**

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Michael Perry, Board Secretary