

**VISIT BIG BEAR / TBID  
NOTICE OF SPECIAL BOARD MEETING**

**August 26, 2021**

**To:** Christie Brewster, Jo Ann Cecil, Danielle Goldsmith, Loren Hafen, Nick Lanza, Robert Manning, Clayton Shoemaker, Judi Bowers, Grizzly; Rick Herrick, KBHR; John Phane, KBBV; ET Russell, BBLNR; Frank Rush, Larry Vaupel, Kelly Ent, City of Big Bear Lake; Michael Perry

Special Session **Board Meeting – 8:00 a.m. Open Session**

**Location:** VIDEO / TELEPHONIC ONLY.

**NOTICE IS HEREBY GIVEN** that Visit Big Bear will be conducting the August 26, 2021, 8:00 a.m. Special Board Meeting by video / telephonically ONLY. The video link / conference call number will only be active for the meeting on Thursday, August 26, 2021.

Please use this link and number – the video link is <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:

**OPEN SESSION**

**8:00 a.m. - CALL TO ORDER - President Loren Hafen**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

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

**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 Operations and Marketing - Monique Rangel, Director**

- Adriana Daunt Strategic Marketing Update
- 85sixty Marketing Presentation
- Fall Video Shoot

**Recommendation: Discussion, Board Action and Direction to Staff**

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**1.2 Approve Future Meeting Dates**

- **Committee Meetings** – Thursday, **September 16, 2021** – as needed - Remote via Zoom
- **Board Meeting** – Thursday, **September 23, 2021** – 8 am Remote via Zoom

**Recommendation: Approve Future Meeting Dates.**

**1.3 Approval of Board Meeting Minutes**

- Approve Board Meeting Minutes of July 22, 2021

**Recommendation: Approve Board Meeting Minutes.**

**1.4 Events – Will Weisfeld, Director**

- Adventure Van Expo 2021
- Cal Tri Big Bear 2022
- Western Outdoor News TroutFest 2021

**Recommendation: Discussion, Board Action and Direction to Staff**

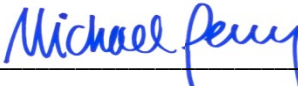
**1.5 CEO's Report**

- Financial Report
- Fund Balances

**Recommendation: Discussion, Board Action and Direction to Staff**

**ADJOURNMENT**

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 20<sup>th</sup> day of August, 2021.



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Michael Perry, 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.*