

VISIT BIG BEAR / TBID
MINUTES OF SPECIAL BOARD MEETING
August 26, 2021

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

Location: VIDEO / TELEPHONIC ONLY.

Present: Jo Ann Cecil, Danielle Goldsmith, Loren Hafen, Nick Lanza, Robert Manning, Michael Perry, Matt McCabe, Will Weisfeld, Sara Schacht, Larry Vaupel, Adriana Daunt, Brandon Yuill

OPEN SESSION

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

PLEDGE OF ALLEGIANCE – President Hafen

ROLL CALL – 6 Board members, Shoemaker Excused

PUBLIC COMMUNICATIONS:

None

1. DISCUSSION/ACTION ITEMS

1.1 Operations and Marketing - Monique Rangel, Director

Director of Operations Monique Rangel introduced Braden Yuill, the new owner of the Big Bear Best Western Chateau. Yuill expressed his excitement to bring upgrades to the Hotel and to be a part of the community.

Ms. Rangel discussed the slow down in lodging reservations and offered the explanation that schools down the hill are beginning the school year earlier than in the past – some early to mid August. It also seems that Big Bear is seeing the typical fall shoulder season that wasn't experienced in 2020. Labor Day 2021 seems to be a part of the fall slowdown. The Board consensus is that Staff should look at treating Labor Days in the future as a part of the Fall Shoulder Season – which means VBB should look at supporting Labor Day Weekend as it does Memorial Day Weekend.

The Grateful Heart Animal Sanctuary has applied for voluntary VBB partnership.

Motion to approve new partnership made by Manning, seconded by Goldsmith.

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

NOES: None

ABSTAIN: None

ABSENT: Shoemaker

Marketing Consultant Adriana Daunt presented an update on implementation of the new VBB Marketing Strategy. Target marketing has been adjusted for conscious over-nighters and advertising will be focused on digital, TV streaming, and print magazine channels. Social media and website content will also reflect the messaging to target audiences. KPI tracking efforts will be implemented. VBB is also starting work on a Fall marketing video shoot with Rook Productions.

August 26, 2021

Page 2

Morgan Robotta of 85Sixty presented the media plan and progress for VBB and CFBB as well as fall marketing creative. The Board asked staff to meet with VP Lanza re: keywords.

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

Meeting dates were approved by Board consent.

1.3 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of July 22, 2021

Motion to approve Minutes made by Lanza, seconded by Manning.

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

NOES: None

ABSTAIN: None

ABSENT: Shoemaker

1.4 Events – Will Weisfeld, Director

Director of Events, Will Weisfeld presented a sponsorship request to support the 2021 TroutfesT event hosted by Western Outdoor News. Support would be in the form of an ad buy to mitigate possible concerns re: the current lake level. Weisfeld suggested a \$4,500 amount for the ad buy in lieu of a TBID grant. The ad will fill a full page in Western Outdoor News magazine. Board members at the Events Committee recommended that the event move to the spring in 2022.

Motion to approve ad buy made by Manning, seconded by Cecil.

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

NOES: None

ABSTAIN: None

ABSENT: Shoemaker

Mr. Weisfeld presented a \$5,000 sponsorship request to support the October 2021 Adventure Van Expo.

Motion to approve sponsorship made by Lanza, seconded by Cecil.

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

NOES: None

ABSTAIN: None

ABSENT: Shoemaker

Mr. Weisfeld presented a new event, Cal Tri Big Bear, looking to take place in August of 2022. This is a triathlon event. Marketing to start on September 1, 2021. The requested VBB sponsorship is \$2,500.

Motion to \$2,500 sponsorship for marketing made by Manning, seconded by Lanza.

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

NOES: None

ABSTAIN: None

ABSENT: Shoemaker

Mr. Weisfeld presented a recap for VBB's Grill & Chill, Fishin' For \$50K, and Chili Cook-Off. G&C produced an estimated 15,000 in attendance and an estimated \$133K in revenue, and VBB staff is working with Bones & Brews to take over management of this event production in future. FF\$50K produced an estimated 750 in attendance and \$30K in revenue. VBB will continue to produce this event. Chili Cook-Off generated 2,500 in attendance and an estimated 1,250 in room nights. VBB staff is working with Bones & Brews to take over management of this event production in future.

1.5 CEO's Report

Visit Big Bear CEO Michael Perry gave a recap of fund balances in the 2 local banks. The Visitor Center and employees are still operating under COVID restrictions. Employees must be masked while indoors unless in a private office. Guests must wear masks. There has no transmission of COVID at the VC. Parking lot renovation project is progressing slowly. Goal is to finish before winter.

Motion to adjourn at 9:42 am made by Cecil, seconded by Brewster.

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

NOES: None

ABSTAIN: None

ABSENT: Shoemaker

Michael Perry, Board Secretary