

**VISIT BIG BEAR / TBID**  
**NOTICE OF SPECIAL BOARD MEETING**  
**January 29, 2020**

**To:** Jo Ann Cecil, Oliver Deubel, Loren Hafen, Nick Lanza, Bob Pool, Clayton Shoemaker, Danielle Goldsmith, Judi Bowers, Grizzly; Rick, KBHR; John Phane, KBBV; ET Russell, BBLNR; Kelly Ent, City of Big Bear Lake, Michael Perry

Special Session **Board Meeting – 8:00 am at the Visit Big Bear Office, Conference Room, 40824 Big Bear Blvd, Big Bear Lake, CA 92315 (please enter using the side door on Pine Knot Avenue)**

said Special Meetings 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**

**CALL TO ORDER**

**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. FUTURE MEETINGS**

- **Committee Meetings** – Thursday, February 20, 2020 - 8am - Noon
- **Board Meeting** – Thursday, February 27, 2020 - 8 am (any remotes?)

**Recommendation: Approve Future Meeting Dates.**

**2. CEO's REPORT** – Darien Schaefer

**3. DISCUSSION/ACTION ITEMS**

**3.1 Approval of the Minutes from the Board's Special Meeting:**

- Special Board Meeting – December 12, 2019
- Special Board Meeting – December 18, 2019

**Recommendation: Board approval of the Minutes with any changes the Board makes.**

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#### 3.2 Events

- Review TBID Grant Applications for Events
  - Big Bear Lake Chili Cook-Off, July 11, 2020
  - Big Bear Lake International Film & Music Festival, June 12-14, 2020
  - Tour De Big Bear, July 29 – August 2, 2020
- Big Bear Lake Fish Stocking Investment
- Review other Events and Activities Items

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

#### 3.3 Budget, Staffing and Operations Committee

- Confirmation of Signatories for VBB Bank Accounts
- Partnership Application Review & Approval for Open Aire Big Bear
- Visitor Center Update/Phase 2 Discussion
- CVITAS/TBID Renewal Timeline
- Financial Report from CEO
- Review other Budget, Staffing, Operations Items

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

#### 3.4 Marketing and PR

- Stephanie Tallon/85 Sixty
- Visitors Magazine/BigBear.com Advertising
- Brand USA Marketing Review
- Ellen Clarke/Big Bear Chamber of Commerce TOT Marketing Grant
- Review other Marketing and PR Items

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

#### 3.5 Referral

- BigBear.com E-Commerce Report
- Inntopia News & Updates


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- Review other Referral Items

**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 23rd day of January, 2020.



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Darien Schaefer, 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.*