

# VISIT BIG BEAR / TBID

## NOTICE OF SPECIAL BOARD / COMMITTEE MEETINGS

**8am Marketing, 9am Budget, 10am Referral, 11am Events**

**January 16, 2020**

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

**Special Session Board and Committee Meetings – 8am Marketing, 9am Budget, Staffing and Operations, 10am Referral, and 11am Events at the Visit Big Bear Office, Conference Room, 40824 Big Bear Blvd, Big Bear Lake, CA 92315;**

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. DISCUSSION/ACTION ITEMS**

##### **1.1 Marketing and PR**

- 2020 Visitors Magazine Update
- Brand USA Marketing
- Creative RFP
- Review other Marketing and PR Items

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

##### **1.2 Budget, Staffing and Operations Committee**

- Visitors Center/Phase 2 Development Plan
- New Partner Applications/Open Aire Big Bear
- CIVITAS/TBID Renewal Timeline
- Review other Budget, Staffing, Operations Items

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

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#### 1.3 Referral

- Inntopia December Report
- Inntopia Search Results Design Update
- Review other Referral Items

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


#### 1.3 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**

#### 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 18<sup>th</sup> 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.*