

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

June 24, 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 June 24, 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, June 24, 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 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

Recommendation: Approve Future Meeting Dates.

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1.2 Approval of Board Meeting Minutes

- Approve Board Meeting Minutes of April 22, 2021

Recommendation: Approve Board Meeting Minutes.

1.3 Operations - Monique Rangel, Director of Operations

- Visitors Center Update

Recommendation: Discussion, Board Action and Direction to Staff

1.4 Events – Will Weisfeld, Events Director

- Recap - Grill & Chill and Fishin for \$50K
- Outlook - Chili Cookoff on July 10

Recommendation: Discussion, Board Action and Direction to Staff

1.5 Marketing – Adriena Daunt, Marketing Consultant

- Presentation of Draft Marketing Strategic Plan

Recommendation: Discussion, Board Action and Direction to Staff

1.6 CEO's Report

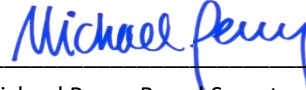
- Financial Report and Fund Balances

Recommendation: Discussion, Board Action and Direction to Staff

ADJOURNMENT

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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 16nd day of June, 2021.



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.