

**VISIT BIG BEAR / TBID**  
**NOTICE OF SPECIAL BOARD / COMMITTEE MEETINGS**  
**8am Marketing, 9am Budget, 10am Referral, 11am Events**  
**March 12, 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**

- Visitor Guide Sales Update
- Website Sales Update
- Website Traffic Update  
Jenny Rose, Tempest, will be attending remotely from  
30 South 15th Street, Suite 1001, Philadelphia, PA 19102
- Fred Hall Fishing Tradeshow Recap
- Visitor Cover Feedback
- Incremental Digital Marketing Update
- Review other Marketing and PR Items

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

**1.2 Budget, Staffing and Operations Committee**

- Brown Act Review/Board Member emails on bigbear.com

## VISIT BIG BEAR / TBID

### NOTICE OF SPECIAL BOARD / COMMITTEE MEETINGS

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

March 12, 2020

- 2020 – 2021 Budget Review
- Visitors Center Update
- New Partner Applications
- CIVITAS/TBID Renewal Update
- Review other Budget, Staffing, Operations Items

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

#### 1.3 Referral

- Ecommerce Report
- Branding Enhancements
- Update on 3<sup>rd</sup> Party Developer
- Review other Referral Items

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


#### 1.3 Events

- Review TBID Grant Applications for Events
  - Big Bear Lake Brew Festival, August 22, 2020
  - National Trails Day Run. June 5-6, 2020
- 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 6<sup>th</sup> day of March, 2020.

  
\_\_\_\_\_  
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 48 hours prior to the meeting will enable Visit Big Bear to make reasonable arrangements to ensure accessibility to this meeting.*