

VISIT BIG BEAR / TBID  
NOTICE OF COMBINED EVENTS & MARKETING COMMITTEE MEETING  
June 18, 2026

To: Nick Cargill, Frank Caruso, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker,

**Regular Session: Combined** Events & Marketing Committee Meeting – 8 a.m. – 10:00 a.m. (PDT)

**Open Session Location:** Zoom: <https://zoom.us/j/4403166685> and 40824 Big Bear Blvd, Big Bear Lake, CA 92315

**NOTICE IS HEREBY GIVEN** that Visit Big Bear will be conducting the June 18, 2026, 8:00 a.m. Combined Committee Meeting – via the above Zoom link or in person at 40824 Big Bear Blvd, Big Bear Lake, CA. Said 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**

**Please Note: Agenda items may be moved at the discretion of the Committee/Board Members.**

**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 comment period.)

**DISCUSSION/ACTION ITEMS**

1. [Meeting Minutes: May](#) Recommended Action: *Approve Minutes*

**INFORMATIONAL:**

1. 4<sup>th</sup> of July Update
2. Annual Meeting Update
3. Events Status
4. Member/Partner Update
5. Marketing Review
6. Care for Big Bear Notes
7. PR and Stats Check in
8. Next Meeting:

Board of Directors Annual Meeting: Thursday June 25, @ 5:00PM

Events Committee Meeting: Thursday July 16, 2026 @ 8:00 AM

Marketing Committee Meeting: Thursday July 16, 2026 @10:00 AM

**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 12th day of June 2026.



Travis Scott, 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.*

VISIT BIG BEAR / TBID  
MINUTES OF COMBINED MARKETING AND EVENTS COMMITTEE QUORUM BOARD MEETING  
May 21, 2026

Combined Marketing and Events Committee Quorum Session Board Meeting – 8:00 a.m. Open Session Location:  
In Person at Big Bear Visitors Center and via Zoom.

**CALL TO ORDER** 8:00 AM – President, Loren Hafen

**PLEDGE OF ALLEGIANCE**

**ROLL CALL:** Nick Cargill, Frank Caruso, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker

**PUBLIC COMMUNICATIONS:**

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Steve Bastasini provided an update on the formation of the Big Bear Valley Community Foundation and Bear Valley Community Collaborative, with a focus on addressing behavioral health needs in the Big Bear Valley. He discussed gaps in county-supported mental health services, the need for coordinated community partnerships, and potential funding opportunities to support local behavioral health programs.

Damien Navarro provided an update on outdoor recreation and media opportunities, including the upcoming Outdoor Media Summit planned for June 7. He noted the event’s potential to bring outdoor brands, media representatives, and promotional partners to Big Bear, with possible future opportunities in 2027

**DISCUSSION/ACTION ITEMS:** n/a

**INFORMATIONAL:**

**1. July 4th / Liberty Day Fireworks Discussion:** The Board discussed the July 4th / Liberty Day fireworks event, including community concerns related to wildlife, particularly eagles, as well as the event’s long-standing tradition and economic importance to the Big Bear Valley. Staff reviewed alternatives, including a drone show, but noted that the estimated cost was not feasible within the current budget.

The Board and staff discussed the need to balance environmental stewardship, community sentiment, visitor experience, and local economic impact. Staff will continue the permitting process, pursue proactive public relations and educational messaging, explore operational mitigations to reduce noise impacts, and prepare alternate plans if permits are not approved. Steve Bastasini offered to help arrange a remote presentation from an aviary expert to provide additional insight regarding potential wildlife impacts

**2. Events Status:** Staff provided updates on upcoming events, including the Big Bear Rodeo, Big Bear Barbecue Festival / Grill and Chill, Memorial 5K, Fishing for 50K, Wine Walk, and the summer concert series. The Big Bear Rodeo will include approximately 5,000 seats, Cowboy Channel involvement, sponsor activations, a free family fun zone, carnival activities, line dancing, food, beverages, and entertainment. Staff discussed ongoing ticket sales, event promotion, visitor engagement, and efforts to encourage attendees to support local businesses during event weekends.

**3. Member / Partner Update:** Staff provided updates on business development, partner outreach, Wine Walk participation, new partner engagement, and continued booking engine outreach to lodging providers. The proposed “Destination Diplomacy” concept remains in the exploratory stage.

**4. Marketing Review:** Staff reviewed booking engine progress, lodging partner integration, current promotions, direct booking goals, and the importance of keeping lodging revenue, TOT, and TBID revenue within the local community. Updates were also

provided on the summer marketing campaign, lodging photo and video shoot, visitor magazine launch, Care for Big Bear PSA with U.S. Rowing, and promotional support for upcoming events.

5. **Care for Big Bear Updates:** Staff provided updates on the Care for Big Bear Green Business program, Dark Sky Initiative, SkyFest planning, Sky Island Sanctuary efforts, volunteer stewardship events, and Climate & Cocktails programming. Big Bear was noted as the first area in San Bernardino County to participate in the California Green Business Network program.

6. **PR and Statistics Review:** Staff reviewed April public relations, social media, and website analytics. April generated significant media coverage, including strong eagle-related public relations results, increased social media engagement, and continued organic search growth. Staff will continue PR efforts related to fireworks, eagle communications, events, and destination storytelling.

7. **Committee Meetings:**

Combined Events and Marketing Committed Meeting: Thursday June 18, 2026 @ 8:00 AM

Annual Meeting: Thursday June 25, 2026 @ 5:00 PM

**AJOURNMENT:** 9:18 am by Loren