

UPDATED: VISIT BIG BEAR / TBID
NOTICE OF COMBINED EVENTS & MARKETING COMMITTEE MEETING
August 20, 2026

To: Nick Cargill, Frank Caruso, Jazmine Delaney, Danielle Goldsmith, Tasha Ross, 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 August 20, 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 July 23, 2026:](#) Recommended Action: *Approve Minutes*
2. [Wings Over Big Bear Memorial and Celebration:](#) Recommended Action: *Approve Initiative and Budget*

INFORMATIONAL:

1. Events Status
2. Member/Partner Update
3. Marketing Review
4. Care for Big Bear Notes
5. PR and Stats Check in
6. Next Meetings:

Events Committee Meeting: Thursday September 17, 2026 @ 8:00 AM

Marketing Committee Meeting: Thursday September 17, 2026 @ 10:00 AM

Board of Directors Meeting: Thursday September 24, 2026 @ 8:00 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 14th day of August 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
REGULAR BOARD MEETING MINUTES
July 23, 2026

Regular Session Board Meeting – 8:00 a.m. Open Session Location:
In Person at Big Bear Visitors Center and via Zoom.

8:00 a.m. - CALL TO ORDER – President, Loren Hafen

PLEDGE OF ALLEGIANCE

ROLL CALL: Nick Cargill, Frank Caruso, Jazmin Delaney, Danielle Goldsmith, Loren Hafen, Nick Lanza, Tasha Rose, Clayton Shoemaker
ABSENT: Christie Brewster
NEW MEMBER ROLL CALL: Jazmine Delaney, Tasha Ross

PUBLIC COMMUNICATIONS: No public comment

1 DISCUSSION/ACTION ITEMS

1.1 [Annual Meeting Minutes June](#): Recommended Action: *Approve Minutes*

Danielle Goldsmith motions to approved minutes, Clayton Shoemaker seconded,

AYES: Loren Hafen, Nick Cargill, Nick Lanza, Frank Caruso

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.2 Acceptance of Board Election Results: Recommended Action: *Approve Certified Results*

Frank Caruso motions to certify election results, Clayton seconded

AYES: Loren Hafen, Nick Cargill, Nick Lanza, Frank Caruso, Danielle Goldsmith

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.3 Seating of Newly Elected Board of Directors

1.3.1 Tasha Ross, Private Home Representative

1.3.2 Jazmine Delaney, Supporting Member

1.4 Election of Board Officers

1.4.1 Nomination(s)

Frank Caruso Nominates Clayton Shoemaker as Chair,
Danielle Goldsmith as Vice Chair,
Travis Scott as Secretary,
Christie Brewster as Treasurer

1.4.2 Discussion

1.4.3 Approval

Danielle Goldsmith motions to approve Board officers as presented, Nick Cargill seconded

AYES: Clayton Shoemaker, Frank Caruso, Tasha Ross, Jazmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.5 Ad-Hoc Committee Appointments (August 2026-July 2027)

1.5.1 Marketing Committee

1.5.1.1 Nomination(s)

New BoD member Tasha Ross nominated by Frank Caruso to fill Marketing Committee seat

1.5.1.2 Discussion

1.5.1.3 Approval

Frank Caruso motions to seat Tasha Ross to Marketing Committee, Nick Cargill seconded

AYES: Clayton Shoemaker, Tasha Ross, Danielle Goldsmith, Jazmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.5.2 Events Committee

1.5.2.1 Nomination(s)

New BoD member Jazmine Delaney nominated by Frank Caruso to fill Events Committee seat

1.5.2.2 Discussion

1.5.2.3 Approval

Frank Caruso motions to seat Jazmine Delaney to Events Committee, Nick Cargill seconded

AYES: Clayton Shoemaker, Tasha Ross, Danielle Goldsmith, Jasmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.6 [Conflict of Interest Policy](#) Recommended Action: *Approve Civitas Recommended Policy*

Danielle Goldsmith motions to approve Director Conflict of Interest Policy, Nick Cargill seconded

AYES: Clayton Shoemaker, Tasha Ross, Danielle Goldsmith, Jazmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.7 [Whistleblower Policy](#): *Approve Civitas Recommended Policy*

Danielle Goldsmith motions to approve Whistleblower Policy, Frank Caruso seconded

AYES: Clayton Shoemaker, Tasha Ross, Jazmine Delaney, Nick Cargill

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.8 [Expulsion Policy](#): Recommended Action: *Approve Civitas Recommended Policy*

Danielle Goldsmith motions to approve Expulsion Policy, seconded Clayton Shoemaker

AYES: Frank Caruso, Tasha Ross, Nick Cargill, Jazmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

1.9 [Records Retention Policy](#): Recommended Action: *Approve Civitas Recommended Policy*

Frank Caruso motions to approve Retention Policy, seconded Danielle Goldsmith

AYES: Clayton Shoemaker, Nick Cargill, Tasha Ross, Jazmine Delaney

NOES: None

ABSTAIN: None

ABSENT: Christie Brewster

2 [INFORMATIONAL](#):

2.1 Marketing Highlights

- Travel Zoo
 - Focus: Storytelling to travelers researching destinations.
 - Results: 15,000+ page views (exceeding benchmarks), 1.7M reach, 6% CTR, strong engagement.
- LocalIQ
 - Focus: Lead generation, targeting first-time visitors.
 - Results: 640K impressions, 24K clicks/swipes, 6,200 leads, 3.8% CTR, 224% engagement rate.
 - Expanded email database for future outreach.
- LoCal Magazine
 - Focus: Premium storytelling and broad digital coverage.
 - Results: 795K+ impressions, 59% email open rate, strong engagement across Instagram and email.
- Expedia Group
 - Focus: Conversion campaign with Visit California co-op.
 - Results: \$3.5M attributed revenue, 92.5% ROAS, 5,000+ room nights, 1.9M impressions.
 - Plans to deepen partnership with Expedia.
- Audience Targeting
 - Campaigns targeted SoCal, Phoenix, and Arizona as key markets.
 - Demographic and geographic data are tracked for optimization.

2.2 Event Calendar Summary

- Puptopia: Dog-friendly event at Veterans Park, including competitions, local business promotions, and BBB booth.
- Monster Energy Pro Downhill: USA Cycling National Championship at Snow Summit.
- Music in the Mountains: Tribute concerts at Discovery Center; shuttle service provided.
- Tour de Big Bear: Finalizing logistics; increased registration and local business coordination
- Sky Fest: 3-day astronomy and dark sky event with stargazing, workshops, and family activities.
- MX Grand Prix: 5-day event with races, live entertainment, and free chairlift access.

2.3 Care for Big Bear Updates

- Dark Sky Initiative
 - Promotes night sky conservation and Astro-tourism.
 - Collaborations with Astronomical Society, local businesses, and Airbnb hosts for dark sky lodging pilot.
 - Incentives for guests to participate in stargazing and social media sharing.
- Landscape Initiative
 - Focus on trash management and community cleanups (e.g., "Climate and Cocktails")

- event).
 - o Kind Traveler program: lodging partners donate per stay to local nonprofits.
- Green Business Program
 - o Partnership with California Green Business Network; 15 local businesses participating, 7 Certified.
 - o Custom local certification for business types not covered by the state.
- Youth and Education
 - o Early-stage plans to connect local students with science projects and camps (e.g., Solar Observatory, 4-H, YMCA).
- 2.4 Member-Partner Overview
- Two new partners: Muchachos and Starlight Equestrian Ranch.
- Community survey on July 4th celebration: fireworks vs. drone show, with 250+ responses to date.
- Recent PR and marketing activations, including radio ads and event promotions.
- 2.5 PR/Topline Analytics Review
- Visitor Data
 - o Summer visits flat YoY; July 4th saw 65,000+ visitors, a 20% increase.
 - o Website: Slight YoY decrease in organic traffic, but "places to stay" and concert series pages performed well
 - o Email engagement up 193% YoY; referrals and paid social also up.
- Social Media
 - o Facebook: Top post (Luna taking flight) had 752K+ views; 4th of July post had 94K.
 - o Instagram: 2.3M views in 28 days; concert series and off-roading content performed best.
 - o TikTok: 2.3M views in 60 days; steady follower growth.
- Lodging Data
 - o July 4th occupancy at 91% (vs. 87.6% last year); ADR and average stay value up.
 - o Lower inventory but higher occupancy and revenue per available room.
- PR Results
 - o June: 289 media hits, \$51M ad equivalency, 2B impressions.
 - o YTD: 1,596 media hits, \$395M media value, 15.8B impressions
- Data Tools
 - o Use of Placer AI (geo-tracking) and Key Data for detailed visitor and lodging analytics
- 2.6 Committee Meetings:
 - 2.6.1 Event Committee: Thursday August 20, 2026 @ 8:00 am
 - 2.6.2 Marketing Committee: Thursday August 20, 2026 @ 10:00 am
 - 2.6.3 Board of Directors: Thursday August 27, 2026 @ 8:00 am

3 ADJOURNMENT:

- Clayton Shoemaker adjourned the meeting at 09:08 AM

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 27th day of July 2026.

Travis Scott, Board Secretary

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BOARD OF DIRECTORS PROPOSAL

Wings Over Big Bear – A Celebration of Wildlife, Community & Conservation

Honoring Jackie, Queen of the Valley

Requested Action: Approve the Wings Over Big Bear initiative and authorize a \$40,000 budget transfer from Paid Marketing to Community Events to support Visit Big Bear's portion of the event, exhibition, and celebration.

BACKGROUND

Following Jackie's passing, Visit Big Bear convened community partners on August 17, 2026, to discuss a meaningful and respectful celebration of her life and legacy. The working concept is Wings Over Big Bear – A Celebration of Wildlife, Community & Conservation, focused on the qualities Jackie came to represent: wildlife awareness, education, conservation, stewardship, and connection to Big Bear's natural environment.

The event is tentatively planned for October 3, 2026 at Bear Mountain Resort, with the next partner planning meeting scheduled for August 24.

Yuhaaviatam cultural bearers and tribal leadership have agreed to participate as openers for the event and ceremony. They will develop their cultural and ceremonial content internally and share it with the planning group.

EVENT CONCEPT

Wings Over Big Bear is envisioned as a collaborative community celebration rather than a Visit Big Bear-produced event alone. Potential partners and programming include Friends of Big Bear Valley, Care for Big Bear, Big Bear Alpine Zoo, Big Bear Discovery Center, Arts Council of Big Bear Valley, local schools, wildlife and conservation organizations, and community volunteers.

Programming under development may include wildlife and conservation exhibits, Jackie storytelling, youth activities, art, nature education, stewardship opportunities, community partner exhibits, and a central tribute ceremony.

The planning group is also exploring ways to engage Jackie's worldwide following, including Postcards for Jackie, as well as longer-term legacy concepts such as Jackie's Juniors, Jackie's Promise, Jackie's View, public art, and future conservation initiatives.

BUDGET REQUEST

Staff requests approval to transfer \$40,000 from Paid Marketing to Community Events. This is a movement within Visit Big Bear's existing approved budget and does not increase total organizational spending.

Funds would support Visit Big Bear's portion of event production, infrastructure, exhibits, programming, communications, guest experience, and other event-related costs.

RECOMMENDED BOARD ACTION

Staff recommends that the Board:

1. Approve the Wings Over Big Bear – A Celebration of Wildlife, Community & Conservation initiative honoring Jackie.
2. Authorize the \$40,000 transfer from Paid Marketing to Community Events.
3. Authorize staff to continue working with community partners to finalize and implement the event within the approved allocation.

PROPOSED MOTION

Move to approve the Wings Over Big Bear initiative honoring Jackie and authorize the transfer of \$40,000 from Paid Marketing to Community Events to support Visit Big Bear's portion of the event, exhibition, and celebration.