

***MINUTES OF A SPECIAL MEETING WORKSHOP OF
BIG BEAR MUNICIPAL WATER DISTRICT
HELD ON WEDNESDAY, DECEMBER 8, 2010***

The Open Session workshop began at 10:00 am. Those in attendance included President Fashempour, Director Suhay, Director Murphy, Director Smith, Director Eminger, General Manager Scott Heule, Lake Manager Mike Stephenson, and Board Secretary Vicki Sheppard.

TROUTFEST EVENT DISCUSSION

Mr. Heule made a brief introduction with a PowerPoint presentation explaining that it is unlikely that the District will be able to sponsor the event in 2011. He explained that the purpose of this workshop is to solicit community input and identify other organizations or interested parties to co-sponsor the event before making a final decision. He commented that at the last event in 2010 Western Outdoor News was very easy to work with. He went over the participant statistics for 2006 through 2008 and also went over the District's expenses for 2010 which amounted to \$34,519.23, showing a loss to the District of \$9,987.23. He advised that sponsorship of events does not meet the mission statement of the District. Mr. Heule stated that the minimum obligations of the District could be:

- Consultation prior to the event
- Fish stocking if funded by the event
- Fish tagging
- Pre-event vessel inspection and decontamination
- Pre-event permit sales
- Early morning Lake Patrol on Saturday and Sunday
- Consider a Special Event Permit Application for use of the District Board Room and parking lot

President Fashempour asked the participants to introduce themselves:

Art Longer CERT, Curt Dills fishing guide Big Bear Marina, Chuck Buhagiar Western Outdoor News, Mike Flynn Western Outdoor News, Bill Egan Western Outdoor News, David Lawrence City of Big Bear Lake, Kathleen Smith City of Big Bear Lake, Rick Shoup Big Bear Lake Resort Association, Rick Bates Big Bear Events Office, Alan Sharp Big Bear Marina, Loren Hafen Holloways Marina.

Mr. Heule stated that the Board would not make a decision today explaining that this is just a workshop to solicit input before making a final decision. Director Suhay stated that he wants to see the event continue and to see the District remain part of it explaining that the District just can't afford to sponsor it. President Fashempour commented that there are some differences in opinion on how much the District should do but there is a consensus that the District should remain a large part of it. Director Eminger stated that the event does a lot to promote Big Bear during a slow time of year because participants need to remain overnight. Chuck Buhagiar, WON, stated that the event is important to them and suggested that we might add a scavenger hunt to direct participants into the local businesses to retrieve a prize. He added that there are other ways to save money by having sign ups on-line with a link to a sign-in site to cut down on check-in time. He added that it is an important event and WON wants to keep it in Big Bear and moving the venue from the District site could damage the event. Rick Bates stated that staffing is a big part of the expense and it could be spread around to volunteers. Mr. Heule expressed his concerns about safety of District staff putting in long, consecutive hours and days but explaining that the District has to have a person who knows what has to be done and is responsible. Art

Longer, CERT, explained that they have many people who could volunteer. Director Suhay stated that staff spent a lot of time stuffing goodie bags and suggested that volunteers could take on that task. Alan Sharp stated that he and Loren Hafen put together a proposal to manage the event and passed out the proposal (copy attached). Chuck Buhagiar, WON, reviewed the proposal and stated that he doesn't think they can come up with the extra \$5,000 proposed explaining that Troutfest is not a big profit making event. He added that they would like to increase their revenue by getting more local advertisers and perhaps more support from the City and the Chamber. He explained that local businesses seem to assume that more visitors will come up for the event anyway so they can just take advantage of that without contributing. He added that perhaps WON could save the District some money by pre-tagging the fish. President Fashempour stated that she feels that the community doesn't fully understand what the event contributes to local revenue. Chuck Buhagiar suggested that perhaps the event could be made even more family friendly by providing things such as more vender food booths and something like a bounce house. Director Murphy explained that Troutfest is the fourth largest money making event in the valley. Rick Shoup, Big Bear Lake Resort Association, explained that the RA is a non-profit organization established to promote tourism in Big Bear. He stated that they could supply promotional support for the event explaining that they could provide a page on their website and do on-line booking of rooms and have their information operators answer phones and give out information. He stated that perhaps they could sell boat permits and do event registration also. He explained that they are a member based organization and are limited to providing service to their members only. Director Smith stated that the event brings people to Big Bear not only for the event itself but in the future adding that the event is far reaching and the exposure from WON is invaluable. Art Langer, CERTS, stated that he doesn't feel the community understands that fishing is a big draw to the valley and promoting fishing in Big Bear is very important. Bill Egan, WON, stated that they promote the event for four months before the event and they can't quantify the visitors it brings to the valley before and after the event date but feels it is many adding that it is a great way to expose businesses and get visitors all year round. Director Smith stated that it is a big draw for family and friends who don't even fish but who get involved the day of the event and come up again in the future. He added that there seems to be some complacency in the community thinking if someone is willing to do it why should they get involved. He added that the event helps local businesses such as tackle shops, marinas, resorts, retail businesses, restaurants, explaining that the District does not have the money to do it without help. He stated that we can't just raise rates like utility companies can. He said we agreed on the date of the event knowing the weather could be "iffy" but it is the shoulder season so it is a good time for businesses to have the event. Bill Egan, WON, stated that they have 110 fishing events per year and the October date is a good time for them. Rick Bates, Events Office, asked if there was an opportunity for more food vendors to participate in closing ceremonies adding that if a participant goes into a local business the business doesn't know they were from the Troutfest event. David Lawrence, City of Big Bear Lake, stated that his opinion purely as an angler is that it is an outstanding event that brings lots of people from down the hill and if a wrist band was given to participants and told they could get a discount at certain local businesses that could help those businesses to understand the impact of the event. Director Smith asked Kathleen Smith how the City deals with revenue problems. Ms. Smith asked why we don't raise fees to make up the difference stating that people would most likely pay \$10 more for registration. Chuck Buhagiar, WON, stated that if they increased entry fees participants would expect a bigger pay-off from those increased fees. Ms. Smith stated that they would have an improved event as a payoff. Bill Egan, WON, stated that perhaps the City, Chamber of Commerce, Resort Association, could put together an option package where anglers get value of a package

registration with a discount on meals and lodging and could show their wrist band to businesses for a discount. Mr. Lawrence stated that there was nowhere to eat at certain times during the event on Sunday and many were looking for food and drink adding that perhaps the event could have more vendors for food and tables and chairs to eat at. Director Suhay suggested that the RA have a schedule of events to put in the goodie bags. Mr. Lawrence added that maybe WON could give away a ticket to some other event or tournament. Bill Egan stated that WON has a Troutfest pull-out supplement section in the regular WON publication with sponsors, prizes, and additional coverage of Big Bear that goes to all 67,000 subscribers and even if they are not participating in the event they may come up in the future. He added that they have great coverage of Big Bear on their website also. Mr. Heule stated that the District needs some other way to cover their expenses other than volunteers explaining that volunteers would not eliminate Mr. Stephenson's time or other trained employees. Loren Hafen asked if the District could not have employees take time off during the week and work the weekend of Troutfest instead so they don't have to put in overtime. Mr. Heule explained that most of our seasonal employees are almost finished for the season and if they don't work during the week everything gets pushed back and things don't get accomplished as needed. Mr. Hafen stated that he likes the idea of selling more raffle tickets. Mr. Egan explained that prizes are based on revenue that comes in and they already have the extra expense of the \$5,000 blind bogey and they are sensitive to raising entry fees during a bad economy realizing that they could lose participants. He added that it would not be fair to sell raffle tickets to non-participants making it harder for actual participants to win the truck or the boat. He stated that if people sign up early they could possibly give them an extra raffle ticket as a bonus. He explained that WON would do the fish tagging and handle the t-shirts so those expenses could be pulled out right away.

President Fashempour asked how we should proceed from this point. Mr. Heule stated that he would like to sit down with WON and have a conversation to develop a plan unless the Directors want to develop a committee right away. Director Eminger asked if the RA and the Chamber understand the value of this event. Rick Bates stated they may not. Chuck Buhagiar, WON, stated they would be happy to set up a meeting with anyone interested and explain the event. Loren Hafen stated that RA and Chamber members put a lot of money into their memberships so they don't have to contribute to specific events adding that the RA has a separate marketing piece that members pay to advertise in so they may not want to pay for a WON supplement advertisement. Mr. Stephenson commented that the money spent in 2010 was far less than was spent in previous years and therefore is not representative of what was spent in the past. He added that it is a lot of wear and tear on the staff. Bill Egan, WON, stated they announce their yearly events calendar in early January and they would need to let the sponsors know as soon as possible. Mr. Heule stated this will be placed on the agenda at the next Board of Directors meeting next week Thursday.

ADJOURNMENT

There being no further business, the workshop was adjourned at 11:44 AM.



Vicki Sheppard
Secretary to the Board
Big Bear Municipal Water District

(SEAL)

Big Bear Lake October TroutfesT

Sponsorship Workshop
December 8, 2010

Nov. 4th Board Meeting Results

- It is unlikely that the District will be able to sponsor the TroutfesT event in 2011
- Staff was directed to schedule a Workshop to solicit community input before making a final decision
- Workshop purpose: Identify another organization(s) or interested party(ies) to co-sponsor the event

Participant Statistics 2006-2008

- 90.5 % of 1000 anglers are from "off the hill"
- 30% are from San Bernardino County
- 26% are from LA County
- 16% are from Orange County
- 13% are from Riverside County
- 7% are from San Diego County
- 8% other CA Counties and out of state

2010 BBMWD Sponsorship Expenses

- 450 man hours
- Wages and supplies = \$14,061.39
- Event shirts = \$4757.84
- Fish purchase = \$15,000.00
- Security = \$600.00
- Elks Lodge Parking = \$100.00
- Total Expense = **\$34,519.23**

2010 BBMWD Sponsorship Revenue

- Permit/Quagga fees = \$3137.00
- Event shirt sales* = \$5795.00
- WON Fish donation = \$15,000.00
- Reimbursed security = \$600.00
- Total Revenue = **\$24,532.00**
- **Loss = (\$9987.23)**

* - includes 2009 event shirts sold at deep discount

TroutfesT Next Steps

- Nov. 4 Meeting the Board asked these questions:
 - Does sponsorship of TroutfesT fit the mission of the BBMWD?
 - Should BBMWD be involved and if so how?
 - What about the venue?
 - What for profit or non-profit entity, organization or group could sponsor the event?
- Board decided to convene a workshop to discuss with the Community

Minimum District Obligations

- Consultation prior to event
- Fish stocking if funded by event
- Fish tagging
- Pre-event vessel inspection and decon.*
- Pre-event permit sales*
- Early morning Lake Patrol (Sat. and Sun.)
- Consider Special Event Permit Application for use of Board Room and District Parking Lot

* = May require fee for after hours work

TROUTFEST PROPOSAL

December 10, 2010

Objective---

To maintain the event by creating a new partnership between: Western Outdoor News, Big Bear Municipal Water District, Holloway's Marina, Big Bear Marina, Big Bear Lake Resort Association, B's Backyard Barbeque and the Community Emergency Response Team.

Proposed Changes---

Sponsors---WON, BBMWD, BIG BEAR MARINA, HOLLOWAY'S MARINA

BBMWD will no longer staff the event. BBMWD will tag/stock fish and receive \$15,000.00 from WON for the fisheries fund. BBMWD will provide facilities use for the event (boardroom registration, site for event). BBMWD will provide insurance for off-site parking.

WON will be responsible for pre-registrations and informational calls, staffing for the event including site registration, goodie bags, T-shirt sales and logistics management. WON will pay the marina sponsors \$5000.00 for the cost of port-potties, trash disposal and labor to execute the site logistics.

HOLLOWAY'S and BIG BEAR MARINA will be responsible for the logistics and management of the event site; stage and ez-up setup, trash disposal, porta-potties, parking, security, launch ramp, weigh-ins and lake permit sales.

CERTS will assist the marinas with the logistics and manpower as needed. Compensation for their staffing will be derived from fish cleaning, non-alcoholic beverage sales and WON.

B's BACKYARD will no longer serve food at the venue. Participants will receive a coupon good for a discounted meal at B's during the event. By doing so B's should enjoy increased revenue with no additional expense as anglers and boaters show their appreciation for B's continued support of the event.

RESORT ASOC. Will provide pre-registration an informational support, obtain network media coverage and re-establish their presence at the event with a booth, children's activities and "THE BEAR".