

Mayor Herrick

Bio

Mayor Richard Tieman Herrick, Jr (Rick) was elected to the Big Bear Lake City Council in November 2006, and on December 10, 2007, the City Councilmembers selected Rick to represent the City as Mayor.

Rick was born in Denver, Colorado and moved to La Habra, California while in elementary school. His family moved to the Brentwood area of Los Angeles where he attended Saint Monica's High School. Staying in the Los Angeles area during his college years, Rick attended Loyola Marymount University, graduating with a Bachelors Degree in International Business and Economics.

Rick has been a Big Bear Valley resident since 1995 when he and his wife moved to Big Bear, to build Big Bear's radio station, KBHR-FM 93.3, an outdoor advertising company and Big Bear News.com. While attending college, Rick was Program Director and Sales Manager of KXLU-AM/FM broadcasting from Loyola Marymount University. Throughout his extensive radio career he worked as a sales account executive for KIKF-FM in Orange County, and KABC-AM and KBIG-FM in Los Angeles.

In addition to being a businessman, Mayor Herrick served the Big Bear community as President of the Chamber of Commerce and Director for Bear Valley Parks and Recreation District. In 1999 he was honored with the National Crystal Award for excellence in community service from the National Association of Broadcasters. In 2000, he was appointed by the City Council to the Department of Water & Power Board of Commissioners where he served as chairman until his election to City Council in 2006. Mayor Herrick is an active member of Rotary International; a coach for the Snow Summit Junior Race Development Team; Masters Ski racer, is a licensed private pilot, he holds a professional race car licence, as well as a certified scuba diver.

As Mayor, Rick is the spokesman for the City Council and for the City of Big Bear Lake, and reaches out to the members of our community to encourage good will. He also represents the City Council on many sub-committees such as the Big Bear Area Regional Wastewater Board, the California Joint Powers Authority Board, the Green Sustainability Implementation Committee and the NAY Foundation.