
**CITY OF BIG BEAR LAKE
CITY COUNCIL
MINUTES FOR WORKSHOP MEETING
JUNE 8, 2009**

A Workshop Meeting of the City Council of the City of Big Bear Lake was called to order by Mayor Herrick at 9:01 a.m., Monday, June 8, 2009, at the Civic Center, 39707 Big Bear Boulevard, Big Bear Lake, California.

Councilmembers Present: Mayor Herrick
Mayor Pro Tem Bill Jahn
Councilmember Liz Harris
Councilmember Michael Karp
Councilmember Darrell Mulvihill

Councilmembers Excused: None

PLEDGE OF ALLEGIANCE: Mayor Herrick

PUBLIC COMMUNICATIONS: None.

DISCUSSION/ACTION ITEMS

1. **Vision Workshop Session**

Council consideration of exploring future municipal opportunities in the context of the City's Quality of Life Initiatives and the established Mission, Vision and Goals Statements.


Staff presented to the Council various alternatives and images and concepts that project into the future of Big Bear Lake through the enhancement of our trail systems and access to the forest and lake through the lake access points and forest service areas. Staff also discussed alternative transportation and traffic management options including the Rail-to-the Mountain light rail system. Staff will also be focusing on a new brand and image for our City that will encompass our unique mountain setting. Future economic development enhancements were also shown to the Council that would enhance Big Bear as an outdoors destination through outdoor activities and larger resort hotels without losing the family destination concept.

Following the presentation the Council added their comments and suggestions as follows:

- The need for more bike racks at the lake access points and enhancement of bike paths around the lake; bike and trail markers for easier access;
- To increase the size of lots which would be more appealing, and subdividing in larger lot sizes, and straighter streets;
- Enhance the development center surrounding the Village, such as the linkage of passageways and parking lots for easier public access;
- Install attractive City entrance signs;
- Better transportation needed to assist visitors traveling to other areas of the City; discuss the concept of gondola from the Village area to ski areas, with a possibility of a first class hotel near the Bear Mountain area in partnership with the ski resorts
- Discuss the concept of gondola access from Angeles Oaks to the ski areas;
- The need for more public access to the lake;
- The need for existing businesses and retail shops to upgrade in order to attract visitors;
- Explore Cultural venues and/or opportunities such as Hispanic and American Indian;
- Survey visitors to find out exactly what type of activities they look for when visiting our area;
- The need for specific branding to eliminate hodgepodge of signs and looks, such as permanent bear characteristics, or a metal over wood concept; outdated cabins, etc.
- Do more to present a more polished look to the community to attract a higher quality of residents and visitors;
- Explore the China Gardens area for possible hotel or business ventures.

ADJOURNMENT

There being no further business to come before the Council at this session, Mayor Herrick adjourned the meeting at 12:01 p.m.



Katherine E. Jefferies, CMC
City Clerk

APPROVED AT THE MEETING OF: July 27, 2009