



BOARD OF DIRECTORS MEETING MINUTES
Wednesday, October 15, 2025, 8:30am
314 London Bridge Rd., Conference Room

ATTENDANCE: Chair Kristina Gallo, Rachael Atkinson, Shawn Buckley, Council Member David Diaz, Lindley Diskin, Becky Goldberg, City Manager Jess Knudson, David Robbins, Janene Samp, Amy West, Jon Westergaard (zoom)

ABSENT: Rick Aurich, Joelle Dickinson, Tim Giles, James Gray, Andrea Helart, Ryan Reynolds, Dan Roddy, Vicki Runyon

PUBLIC / GUESTS: No public / guests

CALL TO ORDER AND PLEDGE OF ALLEGIANCE:

- The meeting was called to order at 8:30am by Chair Kristina Gallo followed by the Pledge of Allegiance.

CALL TO THE PUBLIC:

- No call to the public.

APPROVAL OF MINUTES:

- Board Members present reviewed September 17, 2025 meeting minutes.
- *Janene Samp made a motion to approve September 17, 2025 board meeting minutes as written, seconded by Becky Goldberg. With no further discussion, all Board Members present approved. Motion passed.*
- Minutes will be filed for audit.

PARTNER REPORTS:

LAKE HAVASU AREA CHAMBER OF COMMERCE:

- Becky Goldberg provided the Chamber report as Andrea Helart was unable to attend. She said Canva 2.0 is the topic for today's Lunch & Learn and the Chamber's speed networking event is tonight at Nomadic. Goldberg said the CBIA's Home Show and Industry Expo will be at Windsor 4, November 1-2. She said the mixer next Thursday will be held at First Savings Bank and added that the AM Exchange will be dark in November. Goldberg said the Chamber Foundation for Education and Leadership's Band and Brews by the Beach will be held at Windsor 4 on November 8.

LAKE HAVASU HOSPITALITY ASSOCIATION:

- Chair Kristina Gallo said that Joelle Dickinson could not attend. She said that Havasu Restaurant Week did very well with the social media coverage provided by Go Lake Havasu and the additional exposure for Javalina Cantina with channel 10.



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AZ STATE PARKS:

- Dan Roddy could not attend the meeting today but provided a few written updates for the Board.
- Lake Havasu State Park is hosting the Regional Mohave County Tourism meeting tomorrow at 10 am where Alix Ridgway, Interim Director of Arizona Office of Tourism is scheduled to make a presentation. Everyone is welcome to attend.
- Lake Havasu State Park's first quarter visitation is even with FY24 first quarter while Cattail Cove State Park saw an increase of a few thousand more patrons. Revenue is stronger at both locations, a reflection of the February 2025 rate increases.
- Several major events will be held at the LH State Park over the next month, including the London Bridge Days Music Festival, Ford Raptor Rally, Chamber Home Show, Bands & Brews and the Sand & Water Expo.

CITY OF LAKE HAVASU:

- City Manager Jess Knudson said Jamaica Blvd road construction will be completed by next week but the traffic light at the Jamaica and McCulloch intersection will continue through December.
- Knudson said the fishing dock replacement at Site 6 will begin soon and the ramp will be closed for a week or two.
- He said there will be general plan meetings on October 29 and 30.
- Knudson said there is an application going before planning and zoning this morning for a 102 unit apartment complex at the mall specifically at the under utilized back parking lot between Walmart and Buffalo Wild Wings.
- He said the community has shown significant interest in ensuring shoreline access with the prospect of a resort being developed on the island where the old golf course was located. Rachael Atkinson asked Knudson about the type of permit the resort developer requested. Knudson explained that it's not a permit but a planned development zoning and the developer has to adhere to an approved plan. Knudson said the resort developers presentation to the planning and zoning commission meeting is on YouTube and may help address questions or concerns someone might have.

CEO REPORT:

- CEO Shawn Buckley presented the summary dashboard for September covering statistics including social media, booking engine, web traffic, Visitor Center sales and visitor counts as well as financials.
- He said September expenditures are right in line with the budget. Web traffic has increased but duration is soft. Buckley said paid and organic social media continues to perform well. He said X's statistics were unavailable for inclusion. Buckley said Visitor Center sales and traffic were up from August. He hadn't received the August TPT report from the City so was unable to provide an update.
- Buckley said PR will center on upcoming events such as London Bridge Days Parade and First Friday as well as holiday events including channel swim competition to turn the lights on for Festival of Lights and 12 Days of Christmas.
- He said he will have new holiday specific creative to share at the next meeting.
- Buckley presented the current sponsored events roster approved by the Events Committee.



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BOARD REPORTS:

Executive Committee Report:

Financials:

- September 2025 financial statements were provided to the Board for approval.
- *Becky Goldberg made a motion to approve September 2025 financials as presented, seconded by Jess Knudson. With no further discussion, all Board Members present approved. Motion passed.*

NEW BUSINESS:

- Chair Gallo requested a Q4 and Q1 visual presentation from 62Above at November's meeting. CEO Buckley said BPR is coming for a visit early next month. Not wanting to stack visits he may schedule 62Above at the onset of the new year.

OLD BUSINESS:

- Janene Samp reported that the Nominating Committee has vetted two potential candidates for the open Board seat. She said they will make their selection by the end of the week and provide notice to the Board.

FUTURE AGENDA ITEMS:

- Q4 and Q1 visual presentation from 62Above at November's meeting.

ADJOURN

- *Janene Samp made a motion to adjourn the meeting, seconded by Becky Goldberg. With no further discussion, all Board Members present approved. Motion passed.*
- Meeting adjourned at 9:15am.
- Next Board meeting: November 19, 2025 at 8:30am.

Respectfully Submitted,

Coleen Pruyn
VP of Operations