



BOARD OF DIRECTORS MEETING MINUTES
Wednesday, November 19, 2025, 8:30am
314 London Bridge Rd., Conference Room

ATTENDANCE: Chair Kristina Gallo, Rachael Atkinson, Rick Aurich, Steven Boswell, Shawn Buckley, Council Member David Diaz, Joelle Dickinson, Lindley Diskin, Tim Giles, Becky Goldberg, James Gray, Andrea Helart, City Manager Jess Knudson, David Robbins, Ryan Reynolds, Dan Roddy, Amy West, Jon Westergaard

ABSENT: Vicki Runyon, Janene Samp

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 October 15, 2025 meeting minutes.
- *Becky Goldberg made a motion to approve October 15, 2025 board meeting minutes as written, seconded by Jon Westergaard. With no further discussion, all Board Members present approved. Motion passed.*
- Minutes will be filed for audit.

WELCOME NEW BOARD MEMBER STEVEN BOSWELL:

- Chair Kristina Gallo said that voting Board Members participated in an electronic vote via e-mail on October 24, 2025 to elect Steven Boswell to fill the position vacated by Donna McCoy.
- *On October 24, Becky Goldberg made a motion to accept Nominating Committee's nominee Steven Boswell, GM, The Nautical Beachfront Resort, to fill the Board position vacated by Donna McCoy with term ending June 2027, seconded by Rachael Atkinson. All Board Members approved. Motion passed.*
- Introductions were made and Boswell was welcomed to the Board.

PARTNER REPORTS:

PARTNERSHIP FOR ECONOMIC DEVELOPMENT:

- James Gray reported on the success of the first First Friday of season 7. He said according to geo data there were 6,300 in attendance. He said a jazz ensemble will be performing at the December 5th First Friday and they are planning the New Year's Eve First Friday event for December 31st.
- He said the Come Together apartment complex that is being planned for development at The Shops is going before council November 25.

- Gray said Velocity FBO provided a tour of the airport facility. He said that Velocity is looking into an FBO to FBO commercial flight to Lake Havasu.
- He said they are receiving more interest from corporate restaurants and larger land pieces that are unavailable, an indication that the city is attracting investors even with a somewhat suppressed economy.

LAKE HAVASU AREA CHAMBER OF COMMERCE:

- Andrea Helart said the mixer next week will be held at Goldwater Bank and the next AM Exchange will be held at the National Bank of Arizona.
- She said Desert Bash is coming up December 5-6. The Chamber is also busy with Winterfest slated for January 31-February 1. Helart said they have 103 vendors on the waiting list for Winterfest.
- She said the Chamber is launching promotions for the Women's Retreat April 17-19.
- The CBIA (Chamber Building Industry Association) held an event at Bradley Ford and their next event will be held at Cattail Cove in February.
- She said the CHIA (Chamber Hospitality Industry Association) had an event at Top Tracer a few weeks ago and the next event will be a fun volleyball competition at North Beach in March. Helart said there will be a ServSafe training in February and they are planning for a mixology event at Best Brews.
- A childcare business training session takes place November 26 and Helart said the Lunch and Learn is today with Mayor Cal Sheehy talking about public speaking.
- Helart has begun training on a talent pipeline management system.
- She said CFEL has been working on their Chowderfest event which takes place next February.
- Leadership Lake Havasu meets tomorrow at GraceArts. Becky Goldberg said the leadership project will be a casino night.

LAKE HAVASU HOSPITALITY ASSOCIATION:

- Joelle Dickinson said they are considering dates for the next Top Chef event. She said they will be moving the date from April to possibly the last week in March.

LAKE HAVASU MARINE ASSOCIATION:

- Rich Aurich said they are in the final negotiations with safety boats for Desert Storm.
- He thanked Buckley for arranging a meeting requested by the boat captains. Aurich said the meeting went well.
- Aurich announced that he would be resigning from the LHMA citing medical reasons. He said a search team is in place to find a new president.

AZ STATE PARKS:

- Dan Roddy said they've had a number of events since the last board meeting including the Home Builders Expo, Havasu Classics Veteran Car Show, Bands and Brews, Sand and Water Expo, American Bass Association's fishing tournament and the Kids on the Colorado education program.
- He said they are waiting for the water test result from ADEQ for Cattail Cove's new water and sewer system. The upgrades will add 60 campsites essentially doubling the size of the park.

- They are in communication with the Ford Raptor Rally event producers to bring them back in October 2026.
- Roddy said LH State Park is working with Historic Brewing Co. out of Flagstaff to produce a limited edition beer. He said 10% of the proceeds go to AZ State Park and Trails.
- He said upcoming events include free entrance for the public to view the annual Boat Parade along the channel. On January 1, LH State Park including Cattail Cove, are offering free first day hikes.

CITY OF LAKE HAVASU:

- City Manager Jess Knudson said the construction of the restroom, concession building and shade structures at Main Street Commons should be completed by March 2026.
- He said the Come Together apartment complex will be on the City Council agenda next Tuesday as well as continued conversation regarding the design of the outdoor public pool. He said the results of a pavement condition index study performed on all the street lanes within the City will be revealed at council. The City's procurement official will also provide an update on the procurement process for the community and local contractors who may be interested in doing business with the City. Helart offered that the Chamber could add procurement information to their newsletter or send through email. Council Member David Diaz said he would appreciate the Chamber Building Industry Assn. acquiring information that may generate interest in bidding opportunities with the City.
- Knudson said the City will be partnering with Military Moms to establish their military banner program at Wheeler Park where it will receive more visibility than their current location.
- He said they held a gathering recently at Wheeler Park for the ceremonial removal of the long standing but declining community Christmas tree. Knudson said the tree is being replaced with a 50ft panel Christmas tree that will be installed in time for the Christmas Tree Lighting Ceremony. He said it will be moved to its permanent home at Main Street Commons next year. He said the local Pioneer group has started a Go Fund Me account to raise money to purchase a live tree that will be planted at Wheeler Park.
- Knudson spoke about the City's new Havasu Residents Academy program which is open to the public. He said they had 22 graduates from the 8 week long program.

CEO REPORT:

- CEO Shawn Buckley presented the summary dashboard along with a powerpoint presentation for October covering statistics including social media, booking engine, web traffic, Visitor Center sales and visitor counts as well as financials.
- He said October expenditures align with the budget. Web traffic in October showed a small decrease but engagement was stronger. Buckley said Facebook and Instagram followers, reach and engagement increased over last month. He reviewed paid and organic marketing which also is performing well. He said there were 46 earned media features and over 32M in earned media impressions in October. Buckley said Visitor Center sales and traffic were up from September. Lodging tax for August was slightly down from July but restaurant/bar tax increased 5.53% over July.
- There was a strong social media push leading up to and the day of the LBD Parade. Buckley said there was at least 20 more entries over last year's event.
- Lindley Diskin provided an update on the travel highlights of the GLH sponsored EWB racing boat.



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- Buckley said GLH would like to host a community leadership Christmas party focusing on the board at the Visitor Center if a date could be pinned down.

BOARD REPORTS:

Executive Committee Report:

Financials:

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

NEW BUSINESS:

- Becky Goldberg said the Balloon Festival is looking for sponsorship partners.
- Rachael Atkinson said the Boat Parade of Lights organizer is looking for more boat participants.
- Chair Gallo requested a marketing presentation for Q1 and Q2 at the next meeting.

OLD BUSINESS:

- No old business.

FUTURE AGENDA ITEMS:

- Q4 and Q1 marketing presentation for December meeting.

ADJOURN

- *Jon Westergaard 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 9:30am.
- Next Board meeting: December 17, 2025 at 8:30am.

Respectfully Submitted,

Coleen Pruyn
VP of Operations