



BOARD OF DIRECTORS MEETING MINUTES
Wednesday, February 18, 2026, 8:30am
314 London Bridge Rd., Conference Room

ATTENDANCE: Steven Boswell, Shawn Buckley, Vice Mayor David Diaz, Joelle Dickinson, Lindley Diskin, Chair Kristina Gallo, Becky Goldberg, James Gray, City Manager Jess Knudson, Rick Riegler, David Robbins, Vicki Runyon, Janene Samp, Amy West, Jon Westergaard

ABSENT: Rachael Atkinson, Tim Giles, Andrea Helart, Ryan Reynolds, Dan Roddy

PUBLIC / GUESTS: Public: Taylor Harrison

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:

- Taylor Harrison was in attendance and introduced himself. He said he is attending as many community meetings and board meetings as possible to familiarize and educate himself as he prepares for his run for City Council this year.

APPROVAL OF MINUTES:

- Board Members present reviewed January 28, 2026 meeting minutes.
- *Becky Goldberg made a motion to approve January 28, 2026 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.

PARTNER REPORTS:

PARTNERSHIP FOR ECONOMIC DEVELOPMENT:

- James Gray said the PED Board voted to redo the wrap on the back of the hospice building. He said the wrap was part of the color block project to improve the view for the hotel properties on that length of London Bridge Rd.
- He said they have been working with the Marine Corp League on the USS Arizona Memorial project. Gray said the PED Board voted to give them \$5,000 from non-tax payer money and asked the GLH Board to consider supporting the project as well.
- Gray said they are working with Velocity FBO Network President Chad Farischon who is speaking with his partners to look at scheduled air service in Lake Havasu.
- He said 5,400 people attended First Friday last month and the next event will be March 6.



Page 2
February 18, 2026
Board Meeting Minutes

LAKE HAVASU AREA CHAMBER OF COMMERCE:

- Becky Goldberg reported for Andrea Helart as she was unable to attend the meeting. She said the next mixer will be held at the new A Team building. She said they are wrapping up details for the Wellness Retreat that is being held April 17 and the Leadership class is holding their Casino Night fundraiser on April 11. Goldberg said the Chamber's CFEL and LH Soroptimist International's Chowderfest will be held next Saturday at Lake Havasu State Park.
- Janene Samp added that there will be a Lunch and Learn today at noon and the subject is the art of delegation. She said CBIA event is February 26 at Cattail Cove and March 9 is the CHIA volleyball event at Windsor Beach.

LAKE HAVASU HOSPITALITY ASSOCIATION:

- Joelle Dickinson said she is working on Top Chef event that is coming up on March 26. When asked by Dickinson to be a judge at the event, Shawn confirmed he would. She said ticket sales are going strong.
- Dickinson said a partner meeting was held with the local outrigger group to discuss the Pineapple Race details this year. She said the race will be held in the fall.

LAKE HAVASU MARINE ASSOCIATION:

- Rick Riegler said thanks to staff their social media impressions were up 240% and 314% in engagement.
- He said their new YouTube channel will be released soon as they build out their video series.
- Riegler said they are working on website enhancements with focus on resources for lake usage. He said their calendar is full with events that they are either involved in or supporting. Riegler said they are working on bringing a new event to Lake Havasu that will significantly impact the pwc community.

ARIZONA STATE PARKS:

- Chair Gallo said Dan Roddy could not attend but provided her with an update.
- She said the Dirt Expo is being held this weekend followed by Chowderfest and Bluegrass Festival.
- Gallo said the CBIA event will be held at upper Cattail Cove on February 26 and Cattail Cove's open house will be held February 27. She said upper Cattail Cove will be open to reservations on March 2 on the azstateparks.com website.

CITY OF LAKE HAVASU:

- City Manager Jess Knudson said their "Doing Business with the City Lunch and Learn" event was very successful with over 60 attendees. He said city staff spoke about procurement, project management, insurance and more. Knudson said they will continue to do these type of events.
- He said the City's draft general plan is available online for public viewing. He said the City will hold an open house at the library on February 25th at 5pm for the public to ask questions about the general plan. Vice Mayor David Diaz encouraged attendance to the open house. Knudson said it will then be placed on the ballot this fall for public vote.



Page 3
February 18, 2026
Board Meeting Minutes

- He said Coffee with the Mayor will be held on March 27 followed by a ribbon cutting for the City's new fuel facility. Knudson described the importance of the fuel facility.
- Knudson said a citizen survey was mailed out to randomly selected community households. He said there is an online version available for one week for anyone to participate.

CEO REPORT:

- CEO Shawn Buckley presented the February 2026 summary dashboard for January activities. He said January financials were right on budget with a -2.1% variance.
- He reported website visits were up but duration is weaker year over year. Buckley explained that indicators point to the event calendar. He said much attention was focused on the calendar prior to the launch of the current website and has dropped since. Buckley said he has contracted with 62Above (marketing agency) to work through the administration and maintenance of the website through the end of the fiscal year to make improvements. He said 62Above will be working with the website creator Tempest. Chair Gallo said Visit Mesa uses 62Above and Tempest for their website and the goal is to mirror the comprehensiveness of Visit Mesa.
- Buckley said Go Lake Havasu fell victim to a Google breach that compromised GLH's account. He said there is no financial loss however for 1 week in February ad words went dark which will be reflected in February's report.
- Buckley reported that metrics indicate the advertising strategy including digital campaigns, geo targeting and the AOT co-op campaign capturing the winter market continues to draw visitors to the website.
- He said social media followers are up but reach is down which he contributes to the holidays. Buckley said he will be moving paid social media from 62Above to BPR (PR agency) for a more comprehensive strategy allowing 62Above to work on the website. He said GLH received 26 earned media features and over 42M impressions. He spoke about the AOT (AZ Office of Tourism) media mission to Canada attended by staff member Tanya Pickren early February.
- Buckley said GLH had a booth at the consumer Travel and Adventure Show in Phoenix last weekend. He said the corner placement was optimum with other AZ attendees alongside and Pickren was able to capture off-site sales.
- He said the booking engine, Visitor Center sales and visitor count are up from January and year over year. Buckley said he hadn't received the tax report yet for December actuals but expected it soon.

BOARD REPORTS:

Executive Committee Report:

Financials:

- January 2026 financial statements were provided to the Board for approval.
- *Becky Goldberg made a motion to approve January 2026 financials as presented, seconded by Jess Knudson. With no further discussion, all Board Members present approved. Motion passed.*



Page 4
February 18, 2026
Board Meeting Minutes

NEW BUSINESS:

- Chair Gallo recommended moving the Board meeting to March 25 due to scheduling conflict with spring break. After conversation it was decided to move forward with rescheduling the meeting to March 25.

OLD BUSINESS:

- No old business.

FUTURE AGENDA ITEMS:

- Website update.

ADJOURN:

- *Jon Westergaard made a motion to adjourn, seconded by Becky Goldberg. With no further discussion, all Board Members present approved. Motion passed.*
- Meeting adjourned at 9:07am.
- Next Board meeting: **March 25, 2026 at 8:30am.**

Respectfully Submitted,

Coleen Pruy
VP of Operations