



GO LAKE HAVASU

BOARD OF DIRECTORS MEETING MINUTES

Wednesday, March 25, 2026, 8:30am

314 London Bridge Rd., Conference Room

ATTENDANCE: Rachael Atkinson, Shawn Buckley, Vice Mayor David Diaz, Chair Kristina Gallo, Tim Giles, Becky Goldberg, James Gray, Rick Riegler, David Robbins, Dan Roddy, Vicki Runyon, Janene Samp, Amy West (zoom), Jon Westergaard

ABSENT: Steven Boswell, Joelle Dickinson, Lindley Diskin, Andrea Helart, City Manager Jess Knudson, Ryan Reynolds,

PUBLIC / GUESTS: Public: Taylor Harrison, Bonny Toy, Today's News Herald reporter Daisy Nelson

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 introduced himself and said he is attending as many community meetings as he can as he prepares for his run for City Council. Bonny Toy commented that she would like to see more event Facebook posts from GLH.

APPROVAL OF MINUTES:

- Board Members present reviewed February 18, 2026 meeting minutes.
- *Becky Goldberg made a motion to approve February 18, 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 PED is currently working with the principals that purchased 645 acres behind The Shops at Lake Havasu mall. He said they are coordinating with the mall owners as they are pivoting the mall to become more of a business hub and not just a retail center.
- He said the Arizona Commerce Authority is hosting a regional roundtable discussion on Opportunity Zones on April 9th at the Kingman Airport Industrial Park.
- He said professional web developer Jake Bonham, Nomadic Labs, is hosting a free workshop on March 31 at Nomadic where he will explain how to use AI to monitor and increase traffic to your website.
- He said the first spring First Friday event is April 4 where Yachty by Nature will be performing.



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LAKE HAVASU AREA CHAMBER OF COMMERCE:

- Janene Samp reported for Andrea Helart who was unable to attend the meeting. She said the next AM Exchange will be at Soul Lifting on April 3 and the Leadership Lunch and Learn "Creative Problem Solving" will be held on April 15. Samp said the next mixer will be held on April 16 at Mohave Mist and Spa and the Women's Business and Wellness Retreat Empower and Elevate is April 17-19. She said the ServSafe manager's training will be held April 23 and the CHIA volleyball event is May 4 at Lake Havasu State Park.
- Becky Goldberg added that the Chamber Foundation's Leadership class will be hosting a Casino Night for a Cause on April 11 at the Realtor Association building. She said the event helps support the CEI program which currently has 22 student interns.
- She said the Chamber's Annual Meeting & Celebration is being held June 12 and she encouraged Board members to visit the Chamber's website to submit nominations.

LAKE HAVASU HOSPITALITY ASSOCIATION:

- Chair Kristina Gallo said Joelle Dickinson was busy preparing for tomorrow's Top Chef event. She said there are still tickets available for the event that can be purchased at the gate. She said proceeds from the event supports scholarships for the culinary program at WAVE.

LAKE HAVASU MARINE ASSOCIATION:

- Rick Riegler said they are busy with upcoming events including Toonfest, Q's and Brews and Rotary Earth Day Clean-up. He said they are tackling federal issues involving the no wake zones north of the lake specifically Topock Gorge Devil's Elbow and the pipeline bridge traffic control bouys. He said he would keep the Board posted.

ARIZONA STATE PARKS:

- Dan Roddy said the upper Cattail Cove opened to the public on March 1 and bookings have been robust with Lake Havasu State Park including Cattail Cove 2026 tracking ahead of 2025. He said Easter occupancy for Cattail Cove is at 80% and Lake Havasu State Park is completely booked for Desert Storm and Memorial weekend but Cattail Cove has availability for Memorial weekend.
- He said last weekend events held at Lake Havasu State Park, Woodystock Blues Festival and Hobie Cat Regatta were impacted by the weather with high heat and no wind. Roddy said this Saturday is the New Horizon's Charity Pro Am fishing tournament with 70 teams registered so far. He said there will be a shoreline clean-up this Saturday with an unveiling of the Windsor Beach Blonde ale, crafted by Arizona State Parks and Trails partnership and collaboration with Historic Brewing Company and College Street Brewhouse.
- Roddy said the State Employees Charity Hike takes place this Saturday at Cattail Cove State Park and they are looking forward to upcoming events including Wake the Lake April 3-4, Nautiwater Jet Ski Races April 10-11, LHMA Boat Show April 17-18, Star Party on April 18 at Cattail Cove and Desert Storm April 23-26. He said they've received deposits and confirmation for the IHRA Jet Ski Championships Sept 19-20 at North Beach and the Ford Raptor Rally Oct 17-18.



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- He spoke about their involvement with Kids on the Colorado River Desert Education Program where four hundred 8th graders came to an outdoor classroom at Contact Point at the beginning of March.
- Roddy said the agency is working with Trust for Public Lands, a U.S. nonprofit organization focused on land conservation and park development. He said Trust and Public Lands estimate that 54% of people nationwide are within a 10 minute walk to a park however Lake Havasu's estimate is 12%. He said they are working with the organization to bolster that number statewide.

CITY OF LAKE HAVASU:

- Vice Mayor David Diaz said the Viet Nam Veteran's Memorial Day event at SARA Park rodeo grounds is this Sunday and veterans are welcome to enjoy the festivities at no charge.
- He said they are finishing the restrooms, concession stand, storage area and shade structures at Main Street Commons with completion estimated to be within the next couple of months.
- City Council approved an easement service road by Bison Blvd. for a new lift station that will be installed to regulate water pressure issues at the Foothills residential development. They also approved an airport runway rehabilitation and an agreement to partner with the Phoenix Suns and Phoenix Mercury for a local youth basketball program. He said they approved the sale of a 2,000 square foot parcel at the public restrooms by the Swap Meet. Vice Mayor Diaz said the property is owned by the City but the restrooms were owned by the London Bridge Plaza Association. He said construction will begin for Fire Station 7 in July and permitting for the second bridge will be done no later than the end of July this year. He said the 18-month long construction project will begin late this year or early next year.
- He said Monday was the last day for people to submit their City Council candidate petitions which resulted in 7 council candidates and 2 mayoral candidates that will be on the ballot. He said the following council candidates are Jeni Coke, Taylor Harrison, Michele Lin, Teri Kay Parcels, Sam Scarmardo, Neil Tinsley and Kimberly Zanon. The mayoral candidates are Dave Johnson and Mayor Cal Sheehy.
- He said their first budget work session will be held in April.
- He said their will be a vote at the next Council meeting to move City Council Ex-Officio to a voting position on the GLH Board and move City Manager to Ex-Officio position.

CEO REPORT:

- CEO Shawn Buckley presented the March 2026 summary dashboard for February activities. He said February financials were close to budget with a -1.2% variance.
- He said a web tracking issue was discovered and fixed however, the issue created a black-out for ad tracking for a couple of weeks.



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- Buckley said Facebook followers were the same as reported last month and he will follow-up with the agency to see if it is correct. He said followers were up on Instagram but reach and engagement were down. Vicki Runyon said she spoke with a videographer who told her that it's not the number of followers on Instagram but the number of views that matter.
- Buckley said tourism promotion is soft on X but Meta and Google were doing well in February with impressions and clicks. He reported there were 28 earned media features generating 47M impressions and added that spring break is receiving plenty of media attention this month.
- He said GLH is currently hosting three travel writers for a Spring FAM tour, two freelancers and a staffer from AZ Media Group. Buckley said a Five Ways to Water FAM will be held in May.
- He said the booking engine is performing well. Buckley said he is looking at an AI booking agent with 62Above.
- He said Visitor Center sales were up in February but visitor traffic was down over January. He said December tax collections were up over this time last year but couldn't report on January as he hadn't received the City's February TPT report that reflect January's actuals.

BOARD REPORTS:

Executive Committee Report:

Financials:

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

NEW BUSINESS:

- No new business.

OLD BUSINESS:

- No old business.

FUTURE AGENDA ITEMS:

- No future agenda items.

MOVE TO ADJOURN TO EXECUTIVE SESSION:

- *Becky Goldberg made a motion to adjourn to Executive Session, seconded by Becky Goldberg. With no further discussion, all Board Members present approved. Motion passed.*
- Regular Meeting adjourned at 9:20am.
- Next Board meeting: April 15, 2026 at 8:30am.

Respectfully Submitted,

Coleen Prunyn, VP of Operations