



BOARD OF DIRECTORS MEETING MINUTES
July 15, 2026, 8:30am
314 London Bridge Rd., Conference Room

ATTENDANCE: Rachael Atkinson, Steven Boswell, Lindley Diskin, Kristina Gallo, Becky Goldberg, Ryan Reynolds, Rick Riegler, Dan Roddy, Vicki Runyon, Chair Jon Westergaard

ABSENT: Vice Mayor David Diaz, Joelle Dickinson, Tim Giles, James Gray, Andrea Helart, City Manager Jess Knudson, David Robbins, Janene Samp, Amy West

PUBLIC / GUESTS: Public: Taylor Harrison, 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 Jon Westergaard followed by the Pledge of Allegiance.

CALL TO THE PUBLIC:

- No call to the public.

APPROVAL OF MINUTES:

- Board Members present reviewed June 17, 2026 Board Meeting minutes.
- *Becky Goldberg made a motion to accept June 17, 2026 Board Meeting minutes as written, seconded by Rachael Atkinson. With no further discussion, all Board Members present approved. Motion passed.*
- Minutes will be filed for audit.

PARTNER REPORTS:

LAKE HAVASU MARINE ASSOCIATION:

- Rick Riegler spoke about the partnership with Go Lake Havasu in assisting them with screening the boating businesses listed on the website.
- He said the Annual Boat Show has been moved to the second weekend in March.
- Riegler said they are receiving requests from Needles, Laughlin and Bullhead areas regarding the trash bag program.
- He said they have 5 live feeds from around the lake viewable on their website with 2 more to be added.
- He said Board Members, Ross Johnson, Hal Powell, Mychal Gordon had been reappointed to another 3-yr terms and new Board Members Becky Goldberg, John Schaff, Rick Weaver and Adam Swords were welcomed.



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ARIZONA STATE PARKS:

- Dan Roddy said they received the 2025 Economic Contributions and Impacts of AZ State Parks that is put together by the University of AZ Cooperative Extension which highlights that over 92M dollars of sales impact to Mohave County was generated by AZ State Parks and Trails. He said over 60M dollars was attributed to non-local visitor spending. He said the report is created every 5 years and is available on their website.
- He said they had a very good and safe July 4th weekend with almost 16,000 visitors at LH State Park with record numbers of boaters on the lake.
- Roddy said once again, Windsor Beach was ranked as one of the top 10 beaches by USA Today.

CHAIR REPORT:

ADMINISTRATION:

- Chair Jon Westergaard said Executive Director interviews have started and are continuing. Kristina Gallo said the interview panel include herself, Rick Riegler, Becky Goldberg, Jon Westergaard and David Diaz.

MARKETING:

- Board Members received a copy of the BPR Report.
- Staff Tanya Pickren provided data for GLH social media accounts including Facebook, Instagram, TikTok and Pinterest. She has been responsive and engaging with all media accounts which has made a positive impact with viewers. She said she was surprised to see that the new TikTok account users were between the ages of 35 and 54 and added that the new Pinterest account was a great way to funnel users to the website.
- She said newsletter subscribers are growing partly due to the Stay and Play campaigns and the addition of a feature on the website's visitor guide request page making it easier to subscribe. She said everyone that has requested a VG has also subscribed to the newsletter.

WEBSITE:

- Gallo said the new Ripe booking engine should be up and running by mid-August for accommodations on the website. The new booking engine has AI capabilities and is more robust than the previous booking engine.
- Gallo said Tempest is doing a thorough clean-up of the website with recommendations moving forward to optimize SEO and other improvements. She said the growth marketing program with Tempest looks favorable.

EVENTS:

- Staff Pickren said she redesigned the LBD Parade logo and created a branding kit. She said the parade is scheduled for October 24 at 10am. She is currently taking submissions from the public for the parade theme. She will be attending a meeting with DSM on July 20th where the theme will be selected. Pickren said parade entry submissions will be open soon.

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VISITOR CENTER:

- Becky Goldberg said an inventory count is being performed at the end of each month at the Visitor Center and a report should be ready to present next month. She said merchandise is being selected carefully for exclusivity to the VC. She said cash is now being accepted as payment along with credit cards.
- Staff Coleen Pruyn said they've only received 3 applications for the part-time position through the Facebook post and the Chamber of Commerce website. Other ways to advertise the position are being considered.
- VC sales: 9,389, walk-ins 3,453

BOARD REPORTS:

Executive Committee Report:

Financials:

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

NEW BUSINESS:

- The Mohave County Regional Tourism meeting will be hosted at The Nautical on Aug. 27.
- Gallo provided information on the STR Report.
- The new rack card designed by staff Pickren was presented and reviewed by the Board and will be sent to the printer for printing. Gallo said that the rack cards will replace the Visitor Guide in the Certified Folder racks.

OLD BUSINESS:

- The newly amended and restated bylaws were presented for approval.
- *Becky Goldberg made a motion to accept the newly amended and restated bylaws as presented, seconded by Vicki Runyon. With no further discussion, all Board Members present approved. Motion passed.*

NEXT BOARD MEETING:

- Wednesday, August 19, 2026, 9:30am

ADJOURN MEETING:

- Becky Goldberg made a motion to adjourn, seconded by Rachael Atkinson. With no further discussion, all Board Members present approved. Motion passed.
- Meeting adjourned at 9:25am

Respectfully submitted,

Coleen Pruyn