



BOARD OF DIRECTORS MEETING MINUTES
Wednesday, August 20, 2025, 8:30am
314 London Bridge Rd., Conference Room

ATTENDANCE: Chair Kristina Gallo, Rick Aurich, Shawn Buckley, Joelle Dickinson, Lindley Diskin, Tim Giles, Becky Goldberg, James Gray, Andrea Helart, David Robbins, Vicki Runyon, Janene Samp, Jon Westergaard

ABSENT: Rachael Atkinson, Council Member David Diaz, City Manager Jess Knudson, Ryan Reynolds, Dan Roddy, Amy West

PUBLIC / GUESTS: Today's News Herald reporter Taylor Schwartz-Olson

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 July 23, 2025 meeting minutes.
- *Becky Goldberg made a motion to approve July 23, 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.

PARTNER REPORTS:

PARTNERSHIP FOR ECONOMIC DEVELOPMENT:

- James Gray reported that the City received 7 bids for the construction of the restrooms and concession building at Main Street Commons. He said the bids have been narrowed to several that met the City's price point. Bids will go before council soon for final approval. Gray said they are also reviewing bids for the shade structures.
- They are working on a press release to announce First Friday's new partnership, details of the location change, upcoming activities and to provide an update on the delay of First Friday until November.
- He said they are working with a developer on a 102 multi-unit family complex located north of the city that will have an all inclusive rent structure.

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LAKE HAVASU AREA CHAMBER OF COMMERCE:

- Andrea Helart reported that they had up to 50 attendees at the Building Industry networking event last Thursday at the Sheriff's station.
- She said the Hospitality Industry held their networking event last Sunday at Havasu Lanes. Helart said they had 9 teams at the fun-filled event. The next hospitality networking event will be in November at Top Tracer. She said the upcoming ServSafe Manager's Training instructed by Jennifer Yeomans is being held September 18.
- Helart said today is the Lunch and Learn customer service training that will be hosted at the Hampton Inn. She said the mixer will be held at Grapes 'n Grains this month, next month at Michael Alan and the next AM Exchange will be held September 5 at Havasu Community Credit Union.
- She said the Chamber will be hosting the Legislative Retreat on September 26-27.
- Winterfest is 75% full with increased Chamber member participation. She said they will be launching registration for the new Women's Retreat event on September 1 and Desert Bash registration on September 15.

LAKE HAVASU HOSPITALITY ASSOCIATION:

- Joelle Dickinson said the deadline for registration for Havasu Restaurant Week was last week. She said there are 11 confirmed participants for the event held September 19-26.

LAKE HAVASU MARINE ASSOCIATION:

- Rick Aurich said their quarterly meeting will be held on August 27 beginning at 5:30pm. He said safety training for designated captains and safety boat operators is also that day from 4-5:30pm. Aurich said the training will be conducted by a US Coast Guard and Mohave County Sheriff's certified instructor.
- He said the trash bag sponsorships has been completed and 150,000 bags have been ordered.
- Aurich said they are providing safety boats for the upcoming September 19-21 Nauti Water PWC Races at LH State Park and September 20-21 US Open Waterski Race at Havasu Springs. He said they are looking for sponsors and volunteers for the Lake Clean-Up scheduled for October 5.

CEO REPORT:

- CEO Shawn Buckley presented the summary dashboard for July covering statistics including social media, booking engine, web traffic, Visitor Center sales and visitor counts as well as financials.
- He reported on his attendance this week at the ESTO Conference which is geared specifically to DMO's. Buckley said there were concerns among DMO's about the decrease in Canadian visitation. Several Board Members voiced the same concern due to the upcoming fall/winter season. Buckley said focus will be on the domestic market to avert potential loss.
- Buckley said ESTO sessions included AI's emergence into the travel industry, digital marketing and streaming TV advertising.
- Buckley announced that GLH will be taking on the October 25, LB Days Parade and is working through contract details with DSM Events to manage the event.



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- Buckley said the Visitor Center has enhanced the exterior windows with new exciting wraps. Staff is exploring the idea of creating a friendly European-style outdoor space that would attract visitors and draw them into the Visitor Center .

BOARD REPORTS:

Executive Committee Report:

Financials:

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

NEW BUSINESS:

Event Funding Parameters:

- Chair Gallo said the Event Committee agreed that funding requests over \$10,000 would require a presentation by the event producer to address the Event Committee. She said the Board will be updated on monetary awards for each event that is approved.

OLD BUSINESS:

Nominating Committee:

- Chair Gallo said the Nominating Committee will be reviewing potential candidates for the open board seat vacated by Donna McCoy. She said if Board Members knew anyone that may be interested to contact the committee for an application form.

FUTURE AGENDA ITEMS:

- No future agenda items.

ADJOURN

- Next Board Meeting: September 17, 2025 at 8:30am.
- *Motion was made and seconded to adjourn at 9:20am.*

Respectfully Submitted,

Coleen Pruyn,
VP of Operations