



BOARD OF DIRECTORS MEETING MINUTES
August 19, 2026, 8:30am
314 London Bridge Rd., Conference Room

ATTENDANCE: Steven Boswell, Lindley Diskin, Kristina Gallo, Becky Goldberg, James Gray, Ryan Reynolds, David Robbins, Janene Samp, Amy West, Chair Jon Westergaard

ABSENT: Rachael Atkinson, Vice Mayor David Diaz, Joelle Dickinson, Andrea Helart, Tim Giles, City Manager Jess Knudson, Rick Riegler, Dan Roddy, Vicki Runyon

PUBLIC / GUESTS: Public: 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:

- July 15, 2026 minutes were not available to approve and will either be approved electronically or at the August 19, 2026 Board meeting.

PARTNER REPORTS:

PARTNERSHIP OF ECONOMIC DEVELOPMENT:

- James Gray said they are working on a north side development. The Shops at Lake Havasu and APX are joining together to help create a larger commercial and residential district with 600+ acres. He said PED is looking toward expanding commercial sites with the addition of new available land.
- Gray said bands for all eight First Friday's have been signed on and paid for. First Friday posters will be available to businesses for display
- He said Main Street Commons new concession building is nearly 100% complete. A new audio system will be added to the Commons. He said hours of operation has not yet been determined.

LAKE HAVASU AREA CHAMBER OF COMMERCE:

- Andrea Helart was unable to attend. Becky Goldberg provided a quick report.
- Goldberg said they are beginning preparations for the Annual Women's Retreat. She said there will not be a mixer in August and the next mixer in September will be held at Michael Alan for their Sleepless event.
- The Leadership Lake Havasu will hold their meet and greet this week with thirty students participating.
- She said Winterfest vendors sold out within 48 hours of opening to applications.



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CHAIR REPORT:

ADMINISTRATION:

- Chair Jon Westergaard said second interviews will begin next week for the top seven Executive Director candidates. He said they would like to rotate interviewers and are looking for volunteers.

MARKETING:

- BPR July 2026 Marketing Report was emailed to the Board.
- Kristina Gallo reported that GLH applied for the Rural Cooperative Marketing Program funding from the Arizona Office of Tourism (AOT). She said AOT provides up to \$50,000 in matching funds and provides DMO's with specific marketing opportunities to select from which include advertising, trade shows, GEO targeting and more. Gallo said GLH applied for \$50,000 in matching funds for various advertising and trade show participation.
- GLH will have a booth at the Travel and Adventure Show in Los Angeles in April 2027. Staff Tanya Pickren and Sarah Martinsen will attend.
- Staff Pickren is working closely with the local food and beverage and recreational industries to highlight them on social media and to develop and strengthen those partnerships. She said there has been a tremendous response on social media and boosting social and community engagement.

WEBSITE:

- Gallo said the Ripe booking engine is clean, fresh and interfaces well and will launch by September.
- She said Tempest has been auditing the website for technical fixes, improvements and operational issues. She said they are working closely with staff Sarah Martinsen during the clean-up.

EVENTS:

- Staff Pickren has been updating, improving and streamlining the questions and information being provided to event organizers for sponsorship funding. She said organizers must provide detailed information to the Event Committee so that sound sponsorship decisions can be made. The expectation and communication between both entities need to be well understood and adhered to. Pickren created an event checklist, event sponsorship terms and agreement as well as a post performance report form.
- In-kind marketing sponsorships have been established and launched in addition to paid sponsorships.
- Chair Jon Westergaard confirmed September and October events including IHRA, Run to the Sun, London Bridge Days Parade, Witch Paddle, IJSBA, First Friday and Lizard Peak Scramble.

VISITOR CENTER:

- VC July Stats – sales \$11,790 ; Walk-In's 5,587
- Two part-time employees have been hired at the Visitor Center to especially cover Sundays but will also work Saturdays, Mondays, other days as needed and to potentially help set up and take down the booth at local events.



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BOARD REPORTS:

Executive Committee Report:

Financials:

- July 2026 financial statements were provided to the Board for approval.
- *Becky Goldberg made a motion to accept July 2026 financials as presented, seconded by David Robbins. 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 said committee chairs will be needed for current committees and new committees. She said committee chairs must be a Board member. Current committees are events, nominating and bylaw committees. Two new committees that will be formed are personnel and marketing. Google doc applications are being created for committee submission forms.

OLD BUSINESS:

- No old business.

FUTURE AGENDA ITEMS:

- No future agenda items.

NEXT BOARD MEETING:

- September 16, 2026, 8:30am

ADJOURN MEETING:

- Becky Goldberg made a motion to adjourn, seconded by Janene Samp. With no further discussion, all Board Members present approved. Motion passed.
- Meeting adjourned at 9:30am

Respectfully submitted,