



## GO LAKE HAVASU

### BOARD OF DIRECTORS MEETING MINUTES

Wednesday, December 17, 2025, 8:30am

314 London Bridge Rd., Conference Room

**ATTENDANCE:** Chair Kristina Gallo, Steven Boswell, Shawn Buckley, Council Member David Diaz, Lindley Diskin, Becky Goldberg, City Manager Jess Knudson, David Robbins, Amy West (zoom), Jon Westergaard (zoom)

**ABSENT:** Rachael Atkinson, Joelle Dickinson, Tim Giles, James Gray, Andrea Helart, Ryan Reynolds, Dan Roddy, Vicki Runyon, Janene Samp

**PUBLIC / GUESTS:** 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:**

- No call to the public.

#### **APPROVAL OF MINUTES:**

- Board Members present reviewed November 19, 2025 meeting minutes.
- *Becky Goldberg made a motion to approve November 19, 2025 board meeting minutes as written, seconded by Lindley Diskin. With no further discussion, all Board Members present approved. Motion passed.*
- Minutes will be filed for audit.

#### **PARTNER REPORTS:**

##### **LAKE HAVASU AREA CHAMBER OF COMMERCE:**

- Becky Goldberg reported for Andrea Helart who was unable to attend. She said the Chamber Hospitality Industry Assn. is having their next appreciation event, a beach volleyball tournament on March 9 at Lake Havasu State Park North Beach.
- Goldberg said the Chamber's Empower & Elevate Women's Business & Wellness Retreat is April 17-19, 2026 at the London Bridge Resort where they will have nationally known keynote speakers.
- She said the Chamber foundation's Chowderfest event is Feb. 28, 2026.
- Goldberg said the Chamber's annual Christmas mixer is tomorrow at Martini Bay where there will be a 12 Days of Christmas scavenger hunt. Attendees are highly encouraged to donate a ham.

##### **LAKE HAVASU HOSPITALITY ASSOCIATION:**

- Joelle Dickinson was unable to attend the meeting. Chair Gallo said LHHA is working on moving the date for Top Chef from April to March.



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#### LAKE HAVASU MARINE ASSOCIATION:

- Chair Gallo said Rick Riegler will be back on the board next January with the resignation of Rich Aurich.

#### CITY OF LAKE HAVASU:

- City Manager Jess Knudson said the annual Lake Havasu City Community Dinner was fully attended for both time slots. He said the Household Hazardous Waste event last Saturday was busy but went well with getting people through timely.
- He said staff is continuing work on the budget and preparing for the City Council Annual Planning Retreat on January 22 which is open to the public.
- Knudson said Acoma road construction and water main replacements is ongoing particularly on the south end.
- He proudly announced that the City's administrative services finance team received a certificate of achievement for excellence in financial reporting. He said a press release is going out this week for this nationally recognized award. Knudson also announced that Council Member David Diaz is now the Vice Mayor.
- Vice Mayor Diaz said the parking lot at SARA Park in the dog park area is getting much needed improvements after receiving complaints from the public about it's poor condition.

#### CEO REPORT:

- CEO Shawn Buckley presented the December summary dashboard for November's activities. He said November financials were right on budget. He reported tremendous growth in website visits and social media followers and engagement. Buckley said PR strategies are in place to increase website and social media attention and capture new audiences. He reviewed the 62Above November media report and 2026 ad flowchart which was provided in the Board packet. Also provided in the packet was BPR's Jan – June 2026 PR Strategy and November PR Report which was also reviewed with the Board. Buckley said emphasis is being placed on events, food and beverage, boating, spring and summer activities. He said bookings through the website booking engine is down and will be looked at closely in the upcoming months for disparities. Visitor Center sales and visitors in November are down from last month. He said the VC Facebook page is performing well. Buckley is looking at bringing in Instagram and Twitter for the VC. Becky Goldberg asked if he would provide Board Members with the names of the social media influencers when they are here.
- Buckley asked the Board for their input on spring break marketing. It was discussed that spring break was multi-faceted with college spring breakers and families. Board Members agreed that it should be promoted to all facets with a lean toward outdoor adventure experience.
- Buckley said he will be attending the International Media Marketplace with BPR in New York City on January 21, 2026 where they will be meeting one on one with international and domestic travel media professionals. Due to his absence, the monthly Board meeting will need to be rescheduled. Board members agreed to move it to Wednesday, January 28.
- Buckley will be joining the Arizona Office of Tourism on a Canadian sales mission in March and attending Go West Summit in Las Vegas at the end of March.



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**BOARD REPORTS:**

**Executive Committee Report:**

**Financials:**

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

**NEW BUSINESS:**

- January meeting date change to: Wednesday, January 28 at 8:30am
- Chair Gallo said GLH City Council presentation will be in February. Date to be determined and will be provided to Board Members.

**OLD BUSINESS:**

- No old business.

**FUTURE AGENDA ITEMS:**

- No future agenda items.

**ADJOURN**

- *Becky Goldberg made a motion to adjourn the meeting, seconded by Jess Knudson. With no further discussion, all Board Members present approved. Motion passed.*
- Meeting adjourned at 9:15am.
- Next Board meeting: January 28, 2026 at 8:30am.

Respectfully Submitted,

Coleen Pruy  
VP of Operations