



BOARD OF DIRECTORS MEETING MINUTES
May 20, 2026, 8:30am
314 London Bridge Rd., Conference Room

ATTENDANCE: Rachael Atkinson, Andrea Helart, Steven Boswell, Vice Mayor David Diaz, Joelle Dickinson, Lindley Diskin, Chair Kristina Gallo, Becky Goldberg, City Manager Jess Knudson, Ryan Reynolds (zoom), Rick Riegler, David Robbins, Dan Roddy, Janene Samp, Amy West (zoom), Jon Westergaard

ABSENT: Tim Giles, James Gray, Vicki Runyon,

PUBLIC / GUESTS: Public: John Shaff, 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 April 15, 2026 Board Meeting minutes.
- *Becky Goldberg made a motion to approve April 15, 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.
- Board Members present reviewed May 6, 2026 Special Meeting minutes.
- *Janene Samp made a motion to approve May 6, 2026 Special 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.
- Board Members present reviewed May 6, 2026 Record of Electronic Vote.
- *Becky Goldberg made a motion to approve May 6, 2026 Record of Electronic Vote as written, seconded by David Robbins. 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:

- Andrea Helart said five new Board members and CFEL Board members will be welcomed at the Chamber's Board Retreat next Tuesday.
- She said the AM Exchange is June 5 at First Saving Bank and the Chamber's Annual Meeting is coming up June 12 at the London Bridge Resort with the theme yacht rock. Helart said their Nominating Committee has met to discuss the awards. She said they have 14 awards with the addition of a non-profit award. Helart said they are working on the upcoming Candidate's Forum June 17. Helart said the Chamber is launching some new programs and to keep an eye out for the next few newsletters for more information. She said the new directory will be coming out mid-July. She said the Leadership class is accepting applications for the next class that are due July 1.

LAKE HAVASU HOSPITALITY ASSOCIATION:

- Joel Dickinson said the Hospitality Assn. in partnership with Mohave College is hosting a free Hospitality Managers Master Class on June 1, 4-6 pm at Nomadic with registration by May 26. She said the Hospitality Assn. is partnering with AZ State Parks and the Chamber Hospitality Industry Alliance for the Pineapple Race scheduled for October 20. Helart said you can register to participate in the Pineapple Race on the Chamber's website.

LAKE HAVASU MARINE ASSOCIATION:

- Rick Riegler said work is being focused on the website that is transforming into a public resource for everything lake with emergency service and designated operator information, events, webcam views and much more. He said they are having their boat show volunteer appreciation meeting on June 24 with a hosted barbeque at the State Park. Riegler said the end of summer clean-up is October 5.

ARIZONA STATE PARKS:

- Dan Roddy spoke about the Chamber's Hospitality Industry and their volleyball event at the State Park. He said the State parks are full for Memorial Day weekend. Roddy said there was a notable jet ski event at the park two weeks ago that was televised by CBS sports. He said they are continuing to work with IHRA jet ski events who is having a jet ski race in September followed by two more races from other entities.
- Roddy said voting ends today for USA Today's best lake contest and he is hoping Windsor Beach stays in the top 10.

CITY OF LAKE HAVASU:

- City Manager Jess Knudson said the City is all about budgets right now including operating, infrastructure, maintenance, fire and PD staffing. He said Council will have a tentative budget adoption coming up next month followed by final adoption.
- He said road work continues on Acoma. Knudson said the water lab by Cypress Park should be completed in about 3 months.
- He said the City just rolled out their new website this week.
- Vice Mayor David Diaz added that there will be a Memorial Day celebration at Wheeler Park at 9am on Memorial Day.

CHAIR REPORT:

BPR April 2026 Marketing Report

- Chair Gallo said she emailed the BPR marketing report for April highlighting PR and influencer activities as well as featured articles in publications with hyperlinks to the Board. She noted that several of the articles were directly associated with the Spring FAM held here in March. Gallo said there will be a Five Ways to Water FAM in June that will be hosted by The Nautical.
- Gallo said the Condé Nast Traveler 2026 Readers' Choice Award voting continues through June 30, 2026.
- She said discussion is underway to shift paid socials to BPR.

62Above April 2026 Marketing Report

- Chair Gallo said she emailed the 62Above April social and paid media marketing report to the Board prior to the meeting. She reported a consistent decline in both user engagement and time spent on the website, attributing it to its lack of being user friendly. The concern was shared in a meeting with Tempest, the website developer, who will work on resolving some issues quickly by improving the calendar and navigational menu bars.
- Chair Gallo said engagement on socials are up year over year. She said staff Tanya Pickren has been pushing social content in-house which has increased social engagement twofold. Gallo said X is not performing well and TikTok is now being considered as well as Reddit.

Events Update

- Chair Gallo said the Event Committee spent time reviewing the remaining unpaid event sponsorships at their May 7 meeting. She said they discussed updating the event sponsorship application and revising submission timeline to allow enough time for processing. Gallo said they also spoke about improving how the application works on the website to get the best possible information. She said discussion is ongoing on how to refine the sponsorship process.

Visitor Center Update

- Chair Gallo said Visitor Center staff is working on entering inventory detail into Square with Becky Goldberg's guidance and assistance so they can generate monthly comprehensive inventory reports.

BOARD REPORTS:

Executive Committee Report:

Financials:

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

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NEW BUSINESS:

Nominating Report: Board Nominations – Elect Officers and Board Members:

- Rachael Atkinson said the Nominating Committee met May 6 and reviewed all of the applications for the 2026-27 Executive Committee and Board. She said their recommendations are as follows for the Executive Committee: Jon Westergaard for Chair; Tim Giles for Vice Chair; Kristina Gallo for Past Chair; Becky Goldberg for At Large; David Robbins for At Large. She said Amy submitted an application to continue her Board position and they recommend renewing Amy West for another term.
- *Becky Goldberg made a motion to renew Amy West for another Board term, seconded by John Westergaard. With no further discussion, all Board Members present approved. Amy West abstained from voting. Motion passed.*
- *Janene Samp made a motion to elect Officers and Executive Committee for FY26/27 as follows: Jon Westergaard, Chair; Tim Giles, Vice Chair; Kristina Gallo, Past Chair; Becky Goldberg, At Large; David Robbins, At Large, seconded by Lindley Diskin. With no further discussion, all Board Members present approved. Motion passed*

Bylaw Committee Update:

- Janene Samp said the Bylaw Committee held their annual meeting and she was tasked with performing a deep dive into the bylaws. She said the committee will be meeting tomorrow to review her findings and discuss revisions with legal counsel and to prepare documentation for presentation and vote at a future Board meeting.

2026-27 Budget Update:

- She said staff Coleen Pruyn has a draft of the budget and contract amounts are still being worked in.

FUTURE AGENDA ITEMS:

- Chair Gallo asked to have discussion to obtaining the STR Report. She described what the STR Report is and said there is a fee to get it.

NEXT BOARD MEETING:

- Wednesday, June 17, 2026

MOVE TO ADJOURN TO EXECUTIVE SESSION:

- *John Westergaard made a motion to adjourn to executive session, seconded by Janene Samp. With no further discussion, all Board Members present approved. Motion passed.*
- Adjourn to Executive Session at 10:05am

Respectfully Submitted,

Coleen Pruyn, VP of Operations