



BOARD OF DIRECTORS MEETING MINUTES
Wednesday, May 21, 2025, 8:30am
314 London Bridge Rd., Conference Room

ATTENDANCE: Chair Kristina Gallo, Rachael Atkinson, Rick Aurich, Shawn Buckley, Council Member David Diaz, Joelle Dickinson, Becky Goldberg, City Manager Jess Knudson, David Robbins, Vicki Runyon, Janene Samp, Amy West (zoom), Jon Westergaard

ABSENT: Andrea Helart, Tim Giles, James Gray, Donna McCoy, Ryan Reynolds

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 April 16, 2025 meeting minutes.
- *Becky Goldberg made a motion to approve April 16, 2025, board meeting minutes as written, motion was seconded by Jon Westergaard, 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:

- Due to scheduling conflict Andrea Helart was unable to attend. Becky Goldberg reported that the Chamber held their strategic planning meeting yesterday for the new fiscal. She said they had about 90 attendees at the Teacher Mixer last week. The next AM Exchange will be hosted by First Savings Bank. She said the next monthly mixer will be held at Havasu Springs Resort in partnership with the Parker Area Chamber of Commerce. She said the Chamber's Annual Awards Dinner will be June 20th at the Nautical. Goldberg said the Leadership Lake Havasu class graduated and the Chamber is accepting applications for the next leadership class.

LAKE HAVASU HOSPITALITY ASSOCIATION:

- Joelle Dickinson said it was determined that they made \$7,500 from the Top Chef event. They have disbursed \$3,000 to WAVE and will provide MCC with \$2,000 to help with scholarships for students.
- She said they are still looking for nominations for Board seats.
- Dickinson said the local Restaurant Week will be held September 22 -26.



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LAKE HAVASU MARINE ASSOCIATION:

- Rick Aurich said he is looking for ideas to generate funds for the Marine Assn. as well as recruiting volunteers. Rachael Atkinson asked if the public could still provide sponsorships on the website. Aurich replied that sponsorships and donations could be made online.

CITY OF LAKE HAVASU:

- City Manager Jess Knudson said the City is honoring Public Works week this week with many city employees involved in public works. He said they had a successful Touch-A-Truck event last week.
- Knudson said there is an ordinance currently at council level for approval concerning the health and well-being of animals and accountability for animal abuse.
- He said budget and capital improvement work sessions are continuing.
- Knudson said they have selected a steering committee that will help craft the new General Plan.

CEO REPORTS

MARKETING / PR:

- CEO Shawn Buckley presented the summary dashboard of GLH statistics including social media, booking engine, Visitor Center sales and visitors and website.
- He said several influencers were brought to Lake Havasu recently through BPR, that garnered a lot of engagement in social media. Board members were provided with a copy of BPR's April report as well as 62Above advertising report.

VISITOR CENTER:

- Buckley said the Visitor Center will get a refresh with new graphic wraps for the building.
- Discussion ensued on the retail component of the Visitor Center and increasing sales margins by selling high-end quality products.

EVENTS:

- Buckley provided Board Members with a list of events that have received funding support during the fiscal year through the approval process of the Events Committee.
- He said the committee approved placement of the GLH logo on an Arizona based EWB Racing team boat that will be racing in four major Super Cat-Class racing events throughout the US. The GLH logo will also be displayed on the boat's tow vehicle.

BOARD REPORTS:

Executive Committee Report:

Financials:

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

Draft Proposed 2025-26 Budget:

- Board Members received the draft proposed 2025-26 budget to review. It was requested to add Luka back into the budget for Facebook reels and pay the \$200,000 commitment to the City for infrastructure at the new Main Street Commons park in the current fiscal year. The proposed FY25-26 budget will go before the Board for approval at the June meeting.

Bylaw Committee Report:

Bylaw Revision – Vote for Approval:

- Board Members were provided with a copy of the proposed revised bylaws which was also emailed to them last week. Janene Samp said the Bylaw Committee discussed that sections of the current bylaws were vague, so the committee spent time reviewing each article to see where clarity was needed. She noted that major bylaw revisions were highlighted in the proposed version and explained how and why the revisions were determined by the committee.
- Samp said Board and Officer terms have expanded in the proposed bylaws to keep the momentum and continuity of leadership. She said, to continue after serving a term, a Board member or Officer would have to agree to serve another term if applicable, apply, and receive approval by the Board to serve. Samp explained the soliciting, application, vetting and selection process that the Nominating Committee developed for securing qualified potential new Board members. She said they have a go-to list of possible new Board members on hand that can easily be brought in if needed.
- Discussion took place on the size of the Board. It was decided to limit the size of the Board to up to 15 voting members.
- City Manager Jess Knudson said that “Article IV (1) Executive Committee” section of the revised bylaws states that the Executive Committee can act on behalf of the Board when not in session but does not clarify that any action of the Executive Committee must be presented to the Board. He felt that it was important to specifically state that any action of the Executive Committee must be presented to the Board in the bylaws.
- *Becky Goldberg made a motion to adopt the proposed bylaws as presented with the following amendments:*
 - 1) *Article VI – Item 2 – Section B - change wording from two-year term to one-year term for officers.*
 - 2) *Article III – Item 3 - Revise maximum to (15) voting members instead of (19).*
 - 3) *Article IV – Section 1 - Add sentence “All actions taken by the Executive Committee must be presented to the Board at the next Board meeting”.**Motion was seconded by Vicki Runyon. With no further discussion, all Board Members present approved. Motion passed.*
- Discussion moved to the composition of the ex-officios and it was decided that the addition of State Parks would be valuable to the Board. It was noted that adding an ex-officio would require an additional revision to the bylaws and a vote to amend the previous motion.
- *Becky Goldberg made a motion to amend the previous motion by adding State Parks CEO as an Ex-officio and increasing the number of Ex-officios to 7. Motion was seconded by Jon Westergaard. With no further discussion, all Board Members present approved. Motion passed.*

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Nominating Committee Report:

Board Nominations:

- Vicki Runyon said that four Board Members were coming up for term renewals. Kristina Gallo, Janene Samp, Rachael Atkinson and David Robbins have applied and agree to serve another three-year term.
- ***Becky Goldberg made a motion to elect Kristina Gallo, Janene Samp, Rachael Atkinson and David Robbins to serve another three-year term on the Board of Directors. Motion was seconded by Jon Westergaard. With no further discussion, all Board Members present approved. Motion passed.***
- Runyon said the committee is nominating Lindley Diskin for a seat on the board to begin July 1, 2025. Samp said Diskin has served on the Event Committee for the past 6 years and is very involved in the community.
- ***Becky Goldberg made a motion to elect Lindley Diskin to the Board of Directors to begin July 1, 2025. Motion was seconded by Jon Westergaard. With no further discussion, all Board Members present approved. Motion passed.***
- Chair Gallo said that the election of officers and appointing bank signers will occur at the annual meeting in June.
- She added that there would be an onboarding process for new board members and said that the executive search firm Tower Hunter offered their services (complimentary) to provide a communication workshop and onboarding for all board members including Lindley Diskin while they are here performing a transition work session for staff that was included in their contract. Chair Gallo said the date has not yet been determined. She said Lisa Krueger offered her services to provide onboarding services for future new board members.
- She said they would be looking at scheduling a board retreat soon.
- Chair Gallo said the Nominating Committee is looking for volunteer voting board members to join the committee who meet quarterly. She asked Coleen Pruyn to send an email to voting board members to ask for nominating committee volunteers and find out if anyone was interested in a seat on the Executive Committee.

NEW BUSINESS:

Other:

- Samp said there was an issue with visitors using google maps to locate the London Bridge who are being sent to the top of the London Bridge instead of underneath to the English Village where there is parking and handicapped accessibility. She said visitors were inconveniently parking on top and having to walk down the bridge steps. She said the issue may soon be resolved.
- CEO Buckley provided an update on the Fire on the Water 4th of July Festival.

ADJOURN

- ***Motion was made by Becky Goldberg and seconded by Jon Westergaard to adjourn at 10:05.***
- Next Board Meeting: June 18, 2025, 8:30am

Respectfully Submitted, Coleen Pruyn, VP of Operations