



### **Board of Director's Meeting Agenda**

December 16, 2025, at 3:30pm – Dink & Dine Pickle Park  
1065 N Dobson Rd, Mesa, AZ, 85201

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|--|------------------|
| I. Welcome and Introductions   | Dennis Kavanaugh |
| II. Approval of October 28, 2025, Meeting Minutes                        | Dennis Kavanaugh |
| III. Consent Agenda  | Dennis Kavanaugh |
| a. Allegiant x Visit Mesa Q42025   |                  |
| b. Visit Mesa - FY25/26 Earned Media Report                              |                  |
| c. USAE news article oct 2025  |                  |
| d. City Limitless Podcast Newsletter - Espiritu                          |                  |
| e. Mesa Event Market Analysis and Opportunities.                         |                  |
| f. Monthly Partnership Newsletter- November 2025                         |                  |
| g. SEO Dashboard - Visit Mesa  |                  |
| h. Visit Mesa - Sports Intelligence Report 2025                          |                  |
| i. Hotel Analysis Report   |                  |
| j. Mesa Beer Week Pairings Challenge                                     |                  |
| k. Strategic Plan Dec Update 2025  |                  |
| IV. Financial Dashboard – November 2025                                  | Rose Hanne       |
| V. Board Governance, Policy & Development Sub<br>Committee Meeting Recap | Chris Glover     |
| VI. AI Roadmap Update Presentation                                       | Greg Oates       |
| VII. Mid-Year Progress Report on FY25/26 Program of Work (BDP)           | Visit Mesa Staff |
| VIII. Signature Events Sub Committee (A Strategic Plan Priority)         | Alison Brooks    |
| IX. Legislative Report   | Laura Magnus     |
| X. Board Member News & Announcements                                     | Dennis Kavanaugh |

Next Board of Directors Meeting: Tuesday, February 4, 2026, at 11:30am.  
Visit Mesa – Lower-Level Conference Room – 1 N MacDonald, Mesa, AZ, 85201