



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. Transit-Oriented Development Plan Presentation | Councilmember Heredia |
| IV. 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 | |
| V. Financial Dashboard – November 2025 | Rose Hanne |
| VI. Board Governance, Policy & Development Sub
Committee Meeting Recap | Chris Glover |
| VII. AI Roadmap Update Presentation | Greg Oates |
| VIII. Mid-Year Progress Report on FY25/26 Program of Work (BDP) | Visit Mesa Staff |
| IX. Signature Events Sub Committee (A Strategic Plan Priority) | Alison Brooks |
| X. Legislative Report | Laura Magnus |
| XI. 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