

DESERT REGIONAL TOURISM AGENCY

CALIFORNIA WELCOME CENTER

BOARD MEETING MINUTES

Friday, April 25, 2025, 1pm

Yucca Valley Community Center

Mesquite Room

In attendance: Bill Neeb, Julie Bruley, Dion Antic, Teddy Tapscott, Kathie Ammar, Linda Poindexter

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| Item 1.0 | Call to Order @ 1:00pm | Bill Neeb |
| Item 2.0 | Introduction of guests – no guests | Bill Neeb |
| Item 3.0 | Liaison Update - none | Lesley – ToYV
Jade - JTNP |
| Item 4.0 | Approval of Agenda –
1st Julie, 2nd Teddy, Approved | Bill Neeb |
| Item 5.0 | Email Approved Items –
DRTA to cover costs for IPW the Town of Yucca Valley will not cover approximately \$2,500.00 in total. | Linda Poindexter |
| Item 6.0 | Secretary’s Report/Minutes – tabled to May | Teddy Tapscott |
| Item 7.0 | Treasurer’s Report –
Cost for Employee Appreciation dinner averages \$50/per board member; board members to be invoiced | Kathie Ammar |
| Item 8.0 | Gift Shop update –
Bus & Hummer tours are bringing in an average of \$900-\$1,100 daily; Kathie’s computer needs replacement soon; bus driver from a recent tour is concerned about 2026 tourism from Canada | Kathie Ammar |
| Item 9.0 | Welcome Center update | Linda Poindexter |
| | 9.1 | Traffic Report – continue to trend upward; anticipate a slowdown in the next month or so |
| | 9.2 | General Update – presented an update on the CWC at the Town Council meeting on 4/15; every council member was pleased with the update; commented on how great it is that we are partnering with Visit Greater PS; were informed all National Park employees will need to re-apply for their current positions and requalify; working on ad renewals and leads; Julie made a motion to offer the ¼ panel to the Hummer Tours for a period of one year complimentary as a show of gratitude for the business they send our way, Dion 2 nd , approved; Linda to send a Thank You email with this information in it; Curtis asked for an addendum to the budget to include travel shows for next year so they are prepared for the expenditure |
| | 9.3 | Outlook Forum/ Travel & Adventure Show – this was a great opportunity for me to showcase our area; great partnership with VGPS |

- 9.4 Art Contest – now open for entries; entries will be accepted through Sept 7th @ 4pm
- 9.5 Website Update – Web Admin to retire soon; will need to start looking for a replacement; estimated cost has been worked into the upcoming budget discussion
- 9.6 Domains (inyuccayoucan.com & yuccarocks.com) – both domains have been transferred to DRTA

Item 10.0 Board Comments – Board Members
 Tourists are who is mostly supporting YV; we are “selling fun” (Bill Neeb’s tag line); look into having the Employee Appreciation dinner at JT Retreat Center and maybe have Dion cater; Grubstake Days – send invite to the Art Contest artists for a small space in the art exhibit area at no cost on a first come, first served basis; revitalize art/music focus; add Grubstake Days to events calendar on our website; CWC will have a booth at Grubstake Days

Item 11.0 Public Comments – none Bill Neeb
 (limited to 3 minutes per person)

Item 12.0 Future Agenda Items – none Board Members

Item 13.0 Closed Session – Bill Neeb

Item 14.0 Adjournment @ 2:48pm Bill Neeb

May Board meeting: May 23, 2025 @ 1:00pm; Dark in July; End of Year meeting August 29, 2025 @ 1:00pm