

## Aug 22, 2025 | DRTA - August Regular & Annual Board Meeting Minutes

Attendees: Bill Neeb, Dion Antic, Julianne Bruley, Linda Poindexter, Kathie Ammar, Zee Bell-Drury

Item 1.0 Presentation:

Will with Placier.AI Mobile Location Analytics.

Visitors stay and geofencing of events. Cost \$30,000 per year. Multiple year purchase discount. Power point of presentation received.

Item 2.0 Call to Order:

Zee Bell-Drury 1:07

Item 3.0 Introduction of Guests:

Zee Bell-Drury NA

Item 4.0 Liaison Update:

Zee Bell-Drury NA

Item 5.0 Approval of Agenda: Zee Bell-Drury

1st. Bill Neeb 2nd Julie Bruley

Item 6.0 Emailed Approved Items: Linda Poindexter  
As Stated.

Item 7.0 Secretary's Report/Minutes: (Teddy Tapscott)

February 28, 2025, Moved: Bill Neeb. 2nd Zee Bell-Drury

April 25th, 2025, Moved: Bill Neeb, 2nd Zee Bell-Drury

Item 8.0 Treasures Report: Kathie Ammar

Combined balances in all accounts: 72,042.06

As expected, still an on-going year-end deficit that will hopefully be filled with added sales.

Item 9.0 Gift Shop update: Kathie Ammar

Gift shop is doing well. Hummer tours continue to bring in needed shoppers. July and August sales are up. Park pass sales are helping, with hopeful negotiation for an increased commission when contract is up for renewal at the end of year.

2-3 on-line sales received per week.

Item 10.0 Welcome Center Update: Linda Poindexter

Item 10.1 Traffic Report: as of end of July 18,693 for the year  
Full report provided in packet: Up 500 guests from previous year. New bus tours have been stopping periodically

Item 10.2 General Update:

Email sent to Curtis regarding concerns of tent camping at the CWC. All agreed that a form for RV parking needs to be created for all participants who use the parking for overnight stays. Form can be placed on-line and with local R.V Rental shops for growth potential.

-Chamber door locked on weekends. Providing added safety measures for smaller staff.  
-Administrative offices moving into the Chamber Area will be happening soon.

Kathie stated that the funds are denoted for slat wall improvement in the alcove area for apparel. Once offices are moved, that space will be ready for that gift shop improvement. Kathie requested approval for up to \$4,000 of budgeted funds to be spent for the slat wall purchase.

1st Bill Neeb 2nd Zee Bell-Drury Dion Approved Julie Abstained. Motion moved and approved.

“Desert Survival” highly encouraged class for staff and volunteers to attend free class:  
If paid staff chooses to go to class, they will be paid for their time at the class.  
Linda and Kristina co-ordinate 1st Julie 2nd Bill. Motion approved

Item 10.3 Art Contest:

Contestants count low, as seems to be the normal occurrence with last minute entries prior to the close of the contest (September 7th). Website issues have offered continued issues with contestant entries. Hope to have resolved asap.

Item 10.4 Website:

Our current website consultant is retiring, and we need to move forward with a new website company for monthly maintenance and ongoing necessary services: Linda received a proposal from Plum Nelli to be our new consultant. She will institute all changes and services to enhance new platform. Funds requested for ADA compliance services by Spring of 2026 were requested. 1st Zee Bell-Drury 2nd Julianne Bruley. All approved.

Item 10.5 Travel Show Seattle (Jan)

\$7500 contributed from the Town of Yucca Valley to support CWC participation to tourism related shows. The Seattle show was a good fit for CWC tourism mission.

Outlook Forum and Travel and Adventure Shows deemed more relevant than foreign shows at this time.

Uses of travel funds for these venues: 1st Dion 2nd Bill all approved.

Item 10.6 Board Member applications:

Last look for final approval by Friday Aug 29th

Julie's suggestions will be added into final draft.

Item 10.7 Internet.

Jack Rabbit internet has offered 3 years of High-Speed internet for free for the 3 non-profit entities using the space in the CWC. The Internet is firewalled and protected. Curtis and James, with the town of Yucca Valley, were informed of this offer and approved the use. After the 3-year free trial, cost of the service will be <\$150/month, with \$10 additional per month for Voice Service if desired. Discussion regarding shared or separate networks with the other non-profits using the space resulted in the decision of separate networks with keeping current network (Frontier) until staff is confident that Jack Rabbit will support the needs of the CWC. 1st Dion 2nd Bill all approved.

Item 11.0 Board Comments.

Dion. County received funds for King of the Hammers

Linda has left several messages and emails regarding a partnership for this event, she has not heard back yet.

Detroit Antique Motorcycle Show coming in June. Going to be an opportunity for CWC involvement for this very large event coming.

Zee. Offered possible field trip experience for staff and volunteers to Reset Experience.

Item 12.0 Public Comments: Zee Bell-Drury

None

Item 13.0 Future Agenda Items: Board

Zee Get back asap to items planned for 2025 and see what can be accomplished before the end of the year.

Item 14.0 Adjournment: Zee Bell-Drury

2:32pm

September Board Meeting: Sept 26, 2025, at 1pm

Action items

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## Annual Board Meeting Agenda

Item 1.0 Call to Order: Zee Bell-Drury President  
2:37

Item 2.0 Agenda Additional Changes:  
None

Item 3.0  
Secretary Report/Minutes: NA

Item 4.0 Update signed Conflict of Interest: Linda Poindexter  
Linda will be emailed out to members for signing

Item 5.0 Directors Terms and Elections Zee- President  
Current Board Members:  
Director Julianne Bruley 2026-2028  
Director Bill Neeb 2026-2028  
Director Teddy Tapscott 2026-2028  
Director Zee Bell-Drury 2026-2028  
Director Dion Antic 2024-2027

Item 6.0 Election of Officers  
President Zee Drury-Bell  
Vice President: Dion Antic and Bill Neeb acting as Co-Vice Presidents.  
Secretary: Teddy Tapscott and Julianne Bruley acting as Co-Secretary  
Treasurer: Julianne Bruley  
1st Bill 2nd Zee all favored, Motion Carried.

Item 6.1 Bank Signers  
Kathie Ammar, Zee Bell-Drury

Added Director:  
Former Director Terry Taylor-Castillo was added back as Director, no application needed as served as a director previously.  
1st Bill 2nd Zee motion carried

Adjourned:  
3:00 Zee Drury-Bell