

DESERT REGIONAL TOURISM AGENCY
CALIFORNIA WELCOME CENTER
BOARD MEETING AGENDA
Friday, February 28, 2025, 1pm
Yucca Valley Community Center
Mesquite Room

Item 1.0	Call to Order	Zee Bell-Drury
Item 2.0	Introduction of guests	Zee Bell-Drury
Item 3.0	Liaison Update	Lesley – ToYV Jade - JTNP
Item 4.0	Approval of Agenda	Zee Bell-Drury
Item 5.0	Secretary’s Report/Minutes:	Teddy Tapscott
Item 6.0	Treasurer’s Report	Kathie Ammar
Item 7.0	Gift Shop update	Kathie Ammar
Item 8.0	Marketing	Zee Bell-Drury
Item 9.0	Domains	Zee Bell-Drury
Item 10.0	Welcome Center update	Linda Poindexter
	10.1 Traffic Report	
	10.2 General Update	
	10.3 Art Contest	
	10.4 Website Issues	
Item 11.0	Quarterly Action Plan – outstanding items	Zee Bell-Drury
Item 12.0	Board Comments	Board Members
Item 13.0	Public Comments (limited to 3 minutes per person)	Zee Bell-Drury
Item 14.0	Future Agenda Items	Board Members
Item 15.0	Closed Session	Zee Bell-Drury
Item 16.0	Adjournment	Zee Bell-Drury

March Board meeting: _____