

DESERT REGIONAL TOURISM AGENCY

CALIFORNIA WELCOME CENTER

BOARD MEETING MINUTES

Friday, February 28, 2025, 1pm

Yucca Valley Community Center

Mesquite Room

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

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| Item 1.0 | Call to Order @ 1:01pm | Zee Bell-Drury |
| Item 2.0 | Introduction of guests | Zee Bell-Drury |
| Item 3.0 | Liaison Update –
ToYV – Senior Center closed for remodeling until October; Old library is temporary locations; Old Town Project starting March/April; Aquatics center is moving along; Joshua Tree permits required for moving trees, etc. is moving forward slowly | Lesley – ToYV |
| Item 4.0 | Approval of Agenda –
1 st Julie, 2 nd Bill, Approved | Zee Bell-Drury |
| Item 5.0 | Secretary’s Report/Minutes –
1 st Julie, 2 nd Bill, Approved | Teddy Tapscott |
| Item 6.0 | Treasurer’s Report - \$69,918.95 | Kathie Ammar |
| Item 7.0 | Gift Shop update –
Sales are good; we are seeing bus tours again and continue to see increase in visitors | Kathie Ammar |
| Item 8.0 | Marketing –
Discussed tours for all staff to Desert Christ Park, Gubler’s Orchids, Homestead Modern, Integratron, Pioneertown, and JT Excursions; Apply for grants for covered parking area, picnic tables, CMC intern @ \$100/month, Zee proposed marketing program – Yacht Rock themed items in stores: Bring in music from 70’s, U2, Gram Parsons, Queen, Toto, etc. Further discussion included working with local musicians and offering local records in store. Kathie and Linda will look at more ways to expand on this idea. Julie to work on themed clothing and logos. | Zee Bell-Drury |
| Item 9.0 | Domains –
Linda still working w/Jerry Noonan to get the InYuccaYouCan domains transferred over, look into other possible domains; YuccaRocks.com transferred over to CWC | Zee Bell-Drury |
| Item 10.0 | Welcome Center update | Linda Poindexter |
| | 10.1 Traffic Report – trending up from last year | |
| | 10.2 General Update – will look into interns for next year, would like to host book signings and promote on Z1077 “meet the author”, artist workshops, etc. | |
| | 10.3 Art Contest – Open for entries Apr 1 with a close date of Sept 7 | |
| | 10.4 Website Issues – still unable to post blogs due to hacker getting into site, working on resolution, haven’t heard back from Jessica Rice on getting fiber to | |

the building, will follow up, she did reach out on how many lines we'd need and I told her we would want to include BWF and Chamber in those lines

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| Item 11.0 | Quarterly Action Plan – outstanding items
Julie requested to table to next meeting, Bill 2 nd , Approved | Zee Bell-Drury |
| Item 12.0 | Board Comments
Bill – how are we going to factor in inflation? We'll be focusing on this year's shortfall in the budget.
Zee – is there a documentary on the Art Tours that we can run on a loop? Linda to contact Ed Keesling to discuss interviewing the local artists and tie in with the Art Contest. | Board Members |
| Item 13.0 | Public Comments – none
(limited to 3 minutes per person) | Zee Bell-Drury |
| Item 14.0 | Future Agenda Items – none | Board Members |
| Item 15.0 | Closed Session – none | Zee Bell-Drury |
| Item 16.0 | Adjournment at 3:10pm | Zee Bell-Drury |

March Board meeting: No meeting in March; next meeting April 25th at 1pm