

**DESERT REGIONAL TOURISM AGENCY
CALIFORNIA WELCOME CENTER
BOARD MEETING AGENDA
Friday, January 24, 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	Leslie – 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	Traffic report	Linda Poindexter
Item 9.0	Welcome Center update	Linda Poindexter
	9.1 Traffic Report	
	9.2 Career Day @ YVHS in February	
	9.3 Outlook Forum – Los Angeles (Mar 2-5) Travel Show – Washington DC (Mar 27-30)	
	9.4 Marketing	
Item 10.0	Quarterly Action Plan – outstanding items	Zee Bell-Drury
Item 11.0	Board Comments	Board Members
Item 12.0	Public Comments	Zee Bell-Drury
Item 13.0	Future Agenda Items	Board Members
Item 14.0	Closed Session	Zee Bell-Drury
Item 15.0	Adjournment	Zee Bell-Drury

February Board meeting: _____