

DESERT REGIONAL TOURISM AGENCY  
 CALIFORNIA WELCOME CENTER  
 BOARD MEETING MINUTES  
 Friday, January 24, 2025, 1pm  
 Yucca Valley Community Center  
 Mesquite Room

In Attendance: Zee Bell-Drury, Bill Neeb, Julie Bruley, Kathie Ammar, Teddy Tapscott, Dion Antic  
 Jade – JTNP Ambassador

- |          |  |                              |
|----------|--|------------------------------|
| Item 1.0 | Call to Order 1:08 pm  | Zee Bell-Drury               |
| Item 2.0 | Introduction of guests   | Zee Bell-Drury               |
| Item 3.0 | Liaison Update   | Lesley – ToYV<br>Jade - JTNP |
| Item 4.0 | Approval of Agenda Neeb/Tapscott/Approved  | Zee Bell-Drury               |
| Item 5.0 | Secretary’s Report/Minutes:  | Teddy Tapscott               |
| Item 6.0 | Treasurer’s Report \$79,148.52<br><br>Form Budget Committee – Meet via Zoom around 15th  | Kathie Ammar                 |
| Item 7.0 | Gift Shop update<br><br>Good Holliday season. \$30,000 in 2023, \$35,000 in 2024<br><br>364 boxes of Sees candy, 250 Brandini<br><br>Holding our own and growing | Kathie Ammar                 |
| Item 8.0 | Traffic report   | Linda Poindexter             |
| Item 9.0 | Welcome Center update  | Linda Poindexter             |
|          | 9.1 Traffic Report 26,162 visitors last year<br>Foreign visitors 1500 , Phone calls 688  |                              |
|          | 9.2 Career Day @ YVHS in February<br>Share table with Wanda  |                              |
|          | 9.3 Outlook Forum – Los Angeles (Mar 2-5)<br>Linda attending<br>Travel Show – Washington DC (Mar 27-30)  |                              |
|          | 9.4 Marketing<br>Twentynine Palms Book Festival ad \$200 M/S/C Bruley/Tapscott<br>Z107.7 ad \$395/month M/S/C Bruley/Bell-Drury                                  |                              |
|          | 9.5 Visit Greater Palm Springs – Town sending us   |                              |
|          | 9.6 We will begin selling Pedestrian Passes for Hummer Tours   |                              |

Item 10.0	Quarterly Action Plan – outstanding items Small venue workshops, artists at book signing College student for board and volunteers for Visitor center Secure website for In Yucca You Can Welcome folks from fires with tote bags with local information	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- 3:10 pm	Zee Bell-Drury

**February Board meeting: February 28<sup>th</sup> 1 to 3 pm**