

**DESERT REGIONAL TOURISM AGENCY  
CALIFORNIA WELCOME CENTER  
BOARD MEETING MINUTES**

Friday July 26, 2024, 1pm

**Joshua Tree Retreat Center  
Business Office - with phone available**

In Attendance: Kathie Ammar, Zee Bell-Drury, Dion Antic,  
Linda Poindexter, Julie Bruley, Terry Taylor, Teddy Tapscott

|           |   |                               |
|-----------|---|-------------------------------|
| Item 1.0  | Call to Order 1:07 PM   | Zee-Bell Drury                |
| Item 2.0  | Introduction of guests  | Zee-Bell Drury                |
| Item 3.0  | Agenda: Additions/Changes<br>M/C/S Bell-Drury/Tapscott  | Zee-Bell Drury                |
| Item 4.0  | Secretary's Report/Minutes:<br>M/C/S Antic/Taylor   | Teddy Tapscott                |
| Item 5.0  | Treasurer's Report<br>Currently \$83,000.00 in account  | Kathie Ammar                  |
| Item 6.0  | Gift Shop update<br>6.1 e-Commerce Site – launched – new things coming in   | Kathie Ammar                  |
| Item 7.0  | Traffic report: slow but moving<br>Year to date: 13,967   | Linda Poindexter              |
| Item 8.0  | Welcome Center update<br>8.1 Marketing<br>Hummer Tours/Placer AI<br>8.2 Art tours goodie bag update – being printed<br>8.3 Art Contest Update – 22 entries to date<br>Waiting for graphics for website. | Linda Poindexter              |
| Item 9.0  | Chamber merge update<br>Educate chamber members<br>Joint meetings on Zoom   | Linda Poindexter/Kathie Ammar |
| Item 10.0 | Adjournment 1:45 PM   | Zee- Bell Drury               |

Comments: Dion suggested flags with business names to help people cross the street.

**August Board meeting: August 30<sup>th</sup> @ 1 PM in the office**

**DRTA Board of Directors Retreat immediately following July Board meeting (DRTA Board and Kathie)**