

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

Tuesday, October 22, 2024, 1pm

Yucca Valley Community Center
Joshua Tree Room

**In Attendance: Kathie Ammar, Linda Poindexter, Julie Bruley, Bill Neeb,
Michael Mack, Teddy Tapscott**

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| Item 1.0 | Call to Order 1 PM | Linda Poindexter |
| Item 2.0 | Introduction of guests | Linda Poindexter |
| Item 3.0 | Agenda: Additions/Changes | Linda Poindexter |
| Item 4.0 | Emailed Agenda Items
M/S/C Neeb/ Bruley/ Pass | Linda Poindexter |
| Item 5.0 | Secretary's Report/Minutes: | Teddy Tapscott |
| Item 6.0 | Treasurer's Report
In good shape for now | Kathie Ammar |
| Item 7.0 | Gift Shop update
Close for carpet installation Tuesday November 19th
Linda and Kathie will be there
Talk to James about heavy lifting assistance
Looked into ticket sales and possible for King of Hammers
January 25 – February 8 2025 | Kathie Ammar |
| Item 8.0 | Traffic report
September 1595 YTD 18,311
Foreign Visitors and Phone Calls Down from last month | Linda Poindexter |
| Item 9.0 | Welcome Center update
9.1 Internet Update
Down October 13 th and 14 th
Amazon Hot Spot 10 gigs of data as used \$50
M/S/C Neeb/Bruley/Pass
9.2 Domains | Linda Poindexter |

9.3 Art Tours Update

Weekend visitors: 1 – 200, 2 – 193, 3 – 174

Sold Bags 75, gave out catalogues 44

Food Vendors not well attended

Item 10.0 Marketing

10.1 ½ Page in Cacti Chronical \$250/quarter M/S/C Bruley/Neeb/Pass

10.2 30 second add for 3 months \$395/ month M/S/C Bruley/Neeb/Pass

Item 11.0 Adjournment 2;18 PM

Linda Pointdexter

November Board meeting: November 22 to be confirmed