

DESERT REGIONAL TOURISM AGENCY
CALIFORNIA WELCOME CENTER
BOARD MEETING MINUTES

Friday August 30, 2024, 1pm

Joshua Tree Retreat Center

Business Office - with phone available

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

Via Zoom: Julie Bruley, Michael Mack

Item 1.0	Call to Order 1:14 PM	Zee-Bell Drury
Item 2.0	Introduction of guests Eric Menendez, Octavious Scott, Kelly	Zee-Bell Drury
Item 3.0	Agenda: Additions/Changes Approved M/S/C Bell-Drury/Antic	Zee-Bell Drury
Item 4.0	Emailed Agenda Items	Linda Poindexter
Item 5.0	Secretary's Report/Minutes: M/S/C Neeb/Bell-Drury	Teddy Tapscott
Item 6.0	Treasurer's Report Currently \$75,124.25	Kathie Ammar
Item 7.0	Regional Marketing Proposal	Eric Menendez
Item 8.0	Gift Shop update Doing well, new toffee vender	Kathie Ammar
Item 9.0	Traffic report 1319 visitors Down a bit from last year	Linda Poindexter
Item 10.0	Welcome Center update 10.1 Marketing 10.2 Art tours goodie bag update Bags are printed and contents are being collected	Linda Poindexter

10.2a Food Trucks/Corn Vendor update Dion Antic
T CWC for Art Tours - Still in progress

10.3 Art Contest Update

At present 49 participants

10.4 Carpet cleaning/replacement

Cleaning \$260.00

Replacement \$3,100 - \$3,300 depending on gauge of carpet.

Town will cover cost.

M/S/C Bruley/Bell-Drury

10.5 Spectrum Proposal \$ 993 / month for 3-year contract

Will investigate other options and discuss with town

10.6 Resource Fair @ CMC

Item 11.0 Chamber update Linda Poindexter/Kathie Ammar

Create subcommittee, get approval from community, then go to

Town Hall meeting

Item 12.0 Closed Session Zee-Bell Drury

Item 13.0 Adjournment 2:47 PM Zee-Bell Drury

M/S/C Poindexter/Neeb

September Board meeting: Friday September 27 @ 1 PM