

**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 M/C/S Bell-Drury/Tapscott	Zee-Bell Drury
Item 4.0	Secretary's Report/Minutes: M/C/S Antic/Taylor	Teddy Tapscott
Item 5.0	Treasurer's Report Currently \$83,000.00 in account	Kathie Ammar
Item 6.0	Gift Shop update 6.1 e-Commerce Site – launched – new things coming in	Kathie Ammar
Item 7.0	Traffic report: slow but moving Year to date: 13,967	Linda Poindexter
Item 8.0	Welcome Center update 8.1 Marketing Hummer Tours/Placer AI 8.2 Art tours goodie bag update – being printed 8.3 Art Contest Update – 22 entries to date Waiting for graphics for website.	Linda Poindexter
Item 9.0	Chamber merge update Educate chamber members 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 30th @ 1 PM in the office

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