

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

**Friday June 14, 2024, 2pm**

In Attendance: Kathie Ammar, Julie Bruley, Bill Neeb, Michael Mack, Glen Harris, Terry Taulor, Dion Antic, Teddy Tapscott

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

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|----------|---|----------------|
| Item 1.0 | Call to Order 2 PM  | Glen Harris    |
| Item 2.0 | Introduction of guests  | Glen Harris    |
| Item 3.0 | Agenda: Additions/Changes<br>M/S/C Neeb/Taylor  | Glen Harris    |
| Item 4.0 | Secretary's Report/Minutes:<br>M/S/C Mack/Bruley  | Teddy Tapscott |
| Item 5.0 | Email approved board Items  | Kathie Ammar   |
| Item 6.0 | Treasurer's Report<br>Ending year well  | Kathie Ammar   |
| Item 7.0 | Traffic report<br>As of end of May 12,315 visitors  | Kathie Ammar   |
| Item 8.0 | JTGC Subcommittee<br>On hold till further notice  | Glen Harris    |
| Item 9.0 | Welcome Center update   | Kathie Ammar   |
| 9.1      | Food Trucks-Art Tours<br>Reach out to food trucks and pop-ups, Dion will help<br>Charge 10% space rental for food trucks<br>Look into corn roaster<br>Water booth for Art Tours, Dion will look into water including<br>Water for gift bags |                |
| 9.2      | Internet issues CWC<br>We're not wired for Spectrum or Frontier. Ask town to help us<br>Get it done. System crashes at least once a month. Terry will<br>Look into AT&T hot spot for register   |                |
| 9.4      | Welcome bag for art tours (approve logo) The Heart of HWY 62<br>Sponsors \$ 50  |                |

9.3 Committees needed:

Art Contest/Art tours welcome bag program

Kristina will head Art Contest Committee

Judges Kristina, Terry, Michael

Hiring Committee -Mack, Tapscott, Bruley, Harris

9.4 Ad in 100 things to do magazine.

Inside back - \$825 M/S/C Bruley/Mack

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|-----------|---|-------------|
| Item 10.0 | Chamber update  | Glen Harris |
| Item 11.0 | Closed Session<br>Staffing updates:<br>Linda Poindexter – Administrator, Operations and Marketing Manager<br>Review in 90 days, 35 hour per week to start | Glen Harris |
| Item 12.0 | Adjournment 3:50 PM   | Glen Harris |

July Board meeting: July: 26<sup>th</sup> 2 PM

DRTA Retreat date: 26th