

DESERT REGIONAL TOURISM AGENCY
 CALIFORNIA WELCOME CENTER
 BOARD MEETING MINUTES
 Friday September 27, 2024, 1pm
 Yucca Valley Community Center
 Mesquite Room

The following were present at the meeting:

Zee Bell-Drury, Michael Mack, Bill Neeb, Dion Antic, Linda Poindexter, Kathie Ammar

The guests present included: Jim Brakebill from CMC college, Eric Menedez with JTGCA, and Clayton Rardon with the Town of Yucca Valley.

Item 1.0 Call to Order-1:12pm Zee Bell-Drury Zee-Bell Drury

Item 2.0 Introduction of guests- Jim Brakebill and Eric Menedez Zee-Bell Drury

Clayton Rardon joined us as our new community liaison for the town of Yucca Valley

Marketing & Business @ CMC Jim Brakebill

Jim gave a quick recap of his involvement at the college and in the community.

He is interested in starting an internship with DRTA and the college.

Jim will do a zoom meeting Tuesday Oct. 1st with the students; Linda and Kathie to put a plan together.

Students may be able to start during art tours to get a feel for our business.

Students have half a semester to help us with an internship ending Dec 14th.

Item 3.0 Agenda: Additions/Changes- none

Bill Neeb motioned to approve minutes Michael 2nd Zee-Bell Drury

Item 4.0 Secretary's Report/Minutes:

Bill moved to present minutes as presented Zee 2nd Kathie Ammar

Item 5.0 Treasurer's Report Kathie Ammar

Kathie reported \$65,505.65 in combined checking accounts.

We are almost finished with first quarter; things are looking good.

Item 6.0 Gift Shop update Kathie Ammar

Kathie reported gift shop sales are going well for this time of year.

She is anticipating a busy season ahead starting next month.

Item 7.0 Traffic report - Traffic ytd 16,716 Linda Poindexter

Eric requested the visitor count to be sent to him to help with booth at village fest.

- Item 8.0 Welcome Center update Linda Poindexter
- 8.1 Marketing- Linda doing cc and social media.
 - 8.2 Domains- Linda to get email info to Dion to get domains transferred from Jerry Noonan over to DRTA.
 - 8.3 Art tours goodie bag update-
Linda showed the board a finished art tour bag.
Kathie reported we sold 23 bags to date- 17 sponsors.
Mailed out 28 catalogs. The charge of \$10 shipping cost about \$5 we make \$5.
Food Vendors Linda Poindexter/Dion Antic
Coffee confirmed- Desert Baked- Lemonade
Linda put out on social media and needs more food vendors.
 - 8.4 Art Contest Update
Winners announced this week. Kathie working with winners to have art in before Art tours start.
 - 8.5 Spectrum Proposal Update
Linda reported that the quote she received did include construction costs. Monthly fee would be over \$660 a month for business.
 - 8.6 Jackrabbit Go Proposal
The board advised Linda to follow up with Curtis and the town to see if they can help with getting other options.

Item 10.0 Chamber update Linda Poindexter/Kathie Ammar

Linda and Kathie met with Wanda to discuss what is needed to move forward with partnership. Wanda has requested we not use the word merger as it has a negative impact on the community. She would prefer words like partnership- working on ways to enhance each other. Wanda is requesting a business plan from our board to present to her board.

The board advised Linda to organize a meeting with Kathie, any DRTA member that can attend, Wanda and her Executive board to discuss it further.

Item 11.0 Closed Session Zee-Bell Drury

Bill Neeb recommended adding agenda item for public comments:
All public comments need to be 3 minutes or less.

Item 12.0 Adjournment Zee-Bell Drury

October Board meeting: Tuesday October 22 1pm - Town of Yucca Valley Room if available