

DESERT REGIONAL TOURISM AGENCY

CALIFORNIA WELCOME CENTER

BOARD MEETING MINUTES

Friday, November 22, 2024, 1pm

Yucca Valley Community Center

Mesquite Room

Item 1.0	Call to Order	Zee Bell-Drury
Item 2.0	Introduction of guests -None	Zee Bell-Drury
Item 3.0	Agenda: Additions/Changes Bill Motioned to Approve- Julie 2nd	Zee Bell-Drury
Item 4.0	Liaison Update Tree Lighting December 4 th 5-7pm Did an event last week for Friends of Joshua Tree- Connective landscape last week for the tribes, MDLT, JTNPA, etc. Dec 7 th Snow play day, Craft Faire 10-3pm JTNP hosting documentary about music that evening. as a fundraiser Town Youth Commission applicants just appointed 1st meeting is Dec 2 nd Festival lights parade Dec 14 th Mara's Christmas Wish is not happening this year.	Clayton - ToYV
Item 5.0	Emailed Agenda Items – Bill Town for 1/3 cost of art tour bag	Linda Poindexter
Item 6.0	Secretary's Report/Minutes: Bill moved to accept minutes - Julie 2 nd Teddy out for a little while	Teddy Tapscott
Item 7.0	Treasurer's Report Combined accounts \$56,116	Kathie Ammar
Item 8.0	Gift Shop update POS system working better than expected Request to spend up to \$300 for new IPAD for register- Motion by Bill - 2 nd by Julie Sales are doing very well for this time of year. Expecting very good holiday season- \$2,000 Proposal for converting a corner of store to art corner for more visibility of art and added retail space. Julie has offered to pay for materials and DRTA reimburse as money allows. Motion by Bill- 2 nd Dion	Kathie Ammar

Best to do mini upgrade while carpet is pulled up and store needs to be put back together. Julie offered to cover cost and DRTA pay back as money allows next few months.

Item 9.0 Traffic report Linda Poindexter

Item 10.0 Quarterly Action Plan – outstanding items Zee Bell-Drury

Dion gave update on Mural- Dion received several bids will send to board this week, Dion to work with Clayton on finding out next steps.

Chamber discussions on hold until chamber board makes next move

Crosswalk flags- no updates- pick up in January

Item 11.0 Field Trips Julie Bruley

Ideas on places staff and volunteers can go to to learn more about the area.

Suggested places Integratron, Gubler's – 49 Palms and several other locations.

More to come as this program evolves.

Item 12.0 Welcome Center update Linda Poindexter

Linda attended Visit CA conference in Modesto.

Great experience, great networking and informative Looking forward to Spring conference.

We won 1st place for Best of the Best

King of the hammers- Emailed Rory several times- trying to get him set up for a meeting.

Dion going there next week- and will try reach him

We will call Rory next to see if we can get this going.

We have a meeting with them next week to get an update. They got off track a bit with murals- painting etc. They have been told to refocus on social media.

CWC closed Tuesday 11-27 for carpet install

We will be open by phone for SEES candy orders and open as needed for restrooms for hummer tours.

Chamber working from home.

New roof coming by end of December should not affect daily operations

12.1 Internet Update

Jessica working with Spectrum and Frontier on proposals

Hot spot we purchased works great as a back up

12.2 Domains

Dion to try to get Jerry to change over domain to us

12.3 Holiday Mixer w/Chamber
December 19th CWC holiday Mixer
12.4 Meeting Agendas/Minutes on website
Working with Lori to get on minutes

Item 13.0	Board Comments Bill proposed to go dark in December come back in January 24 th Zee working with Rivian on open house	Board Members
Item 14.0	Closed Session	Zee Bell-Drury
Item 15.0	Adjournment	Zee Bell-Drury

Next Board Meeting: January 24, 2025 @ 1pm-3pm