

DESERT REGIONAL TOURISM AGENCY  
CALIFORNIA WELCOME CENTER  
BOARD MEETING MINUTES

Tuesday, October 22, 2024, 1pm

Yucca Valley Community Center  
Joshua Tree Room

In Attendance: Kathie Ammar, Linda Poindexter, Julie Bruley, Bill Neeb,  
Michael Mack, Teddy Tapscott

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|----------|--|------------------|
| Item 1.0 | Call to Order 1 PM   | Linda Poindexter |
| Item 2.0 | Introduction of guests   | Linda Poindexter |
| Item 3.0 | Agenda: Additions/Changes  | Linda Poindexter |
| Item 4.0 | Emailed Agenda Items<br>M/S/C Neeb/ Bruley/ Pass   | Linda Poindexter |
| Item 5.0 | Secretary's Report/Minutes:  | Teddy Tapscott   |
| Item 6.0 | Treasurer's Report<br>In good shape for now  | Kathie Ammar     |
| Item 7.0 | Gift Shop update<br>Close for carpet installation Tuesday November 19th<br>Linda and Kathie will be there<br>Talk to James about heavy lifting assistance<br>Looked into ticket sales and possible for King of Hammers<br>January 25 – February 8 2025 | Kathie Ammar     |
| Item 8.0 | Traffic report<br>September 1595 YTD 18,311<br>Foreign Visitors and Phone Calls Down from last month   | Linda Poindexter |
| Item 9.0 | Welcome Center update<br>9.1 Internet Update<br>Down October 13 <sup>th</sup> and 14 <sup>th</sup><br>Amazon Hot Spot 10 gigs of data as used \$50<br>M/S/C Neeb/Bruley/Pass<br>9.2 Domains  | Linda Poindexter |

9.3 Art Tours Update

Weekend visitors: 1 – 200, 2 – 193, 3 – 174

Sold Bags 75, gave out catalogues 44

Food Vendors not well attended

Item 10.0 Marketing

10.1 ½ Page in Cacti Chronical \$250/quarter M/S/C Bruley/Neeb/Pass

10.2 30 second add for 3 months \$395/ month M/S/C Bruley/Neeb/Pass

Item 11.0 Adjournment 2;18 PM

Linda Pointdexter

November Board meeting: November 22 to be confirmed