

DESERT REGIONAL TOURISM AGENCY
 CALIFORNIA WELCOME CENTER
 BOARD MEETING AGENDA
 Friday, Nov 21, 2025, 1pm
 Black Bear Diner

Item 1.0	Presentation	Placer.ai
Item 2.0	Call to Order	Zee Bell-Drury
Item 3.0	Introduction of guests	Zee Bell-Drury
Item 4.0	Liaison Update	Lesley – ToYV Sasha - JTNP
Item 5.0	Approval of Agenda	Zee Bell-Drury
Item 6.0	Email Approved Items	Linda Poindexter
Item 7.0	Secretary’s Report/Minutes: October 3, 2025 – Moved: 2 nd :	Julie Bruley
Item 8.0	Treasurer’s Report	Kathie Ammar
Item 9.0	Gift Shop update	Kathie Ammar
Item 10.0	Welcome Center update	Linda Poindexter
	10.1 Traffic Report	
	10.2 General Update	
	10.3 Website	
	10.4 Travel Show – Seattle (Jan)	
	10.5 Board Member Application	
	10.6 Yucca Rocks Campaign	
Item 11.0	Board Comments	Board Members
Item 12.0	Public Comments (limited to 3 minutes per person)	Zee Bell-Drury
Item 13.0	Future Agenda Items	Board Members
Item 14.0	Closed Session	
Item 15.0	Adjournment	Zee Bell-Drury

December Board meeting: _____