

DESERT REGIONAL TOURISM AGENCY

CALIFORNIA WELCOME CENTER

BOARD MEETING MINUTES

Friday, October 3, 2025, 1pm

Yucca Valley Community Center

Mesquite Room

- Item 1.0 Call to Order @ 1:06pm Zee Bell-Drury
- Item 2.0 Introduction of guests Zee Bell-Drury
- Item 3.0 Liaison Update Frank Luckino – ToYV  
Founder’s Plaza Celebration central place for events ; 10/17 6p-9p is the opening ceremony w/ kids activities; youth groups; goal is to activate the place for farmer’s markets, food trucks etc.; YVARC athletic space is on schedule and will offer community service classes, etc.; sports tourism – bring people into that space; set to be completed by end of July 2026; completely operational by August 2026 ; attended ICSC last week; lot of new businesses coming up/expanding; STVR still pretty strong here; Food trucks – not a lot here, too many food trucks makes it hard to create new restaurants; maybe Founder’s Plaza would be the space for a food truck specific event  
Terry Castillo – sold business and has come back on the Board; still on the JTRC board; had a concert with Corky Barnett; Robin & Linda from Pappy & Harriet’s booked the concert; more events to happen there
- Item 4.0 Approval of Agenda Zee Bell-Drury  
Motion: Dion; Julie, Motion carried
- Item 5.0 Email Approved Items Linda Poindexter
- Item 6.0 Secretary’s Report/Minutes: Julie/Linda  
August 26, 2025 – Moved: Dion, Zee, Motion carried
- Item 7.0 Treasurer’s Report Kathie Ammar  
Combined total - \$59,588.24 includes funding for 1<sup>st</sup> half of year from ToYV; gift store sales have dropped off in October; sales are good for previous quarter; JTNP is open, but there are no attendants on site.
- Item 8.0 Gift Shop update Kathie Ammar  
Gift shop – music campaign; mini section with local musician merch
- Item 9.0 Welcome Center update Linda Poindexter  
9.1 Traffic Report  
We’ve seen 22,699 visitors as of 9/30/25; up 4,388 from same time last year; 194 foreign visitors; up 100 from same time last year  
9.2 General Update

Chamber move – Kathie and I moved to the Chamber side of the building. Now when people come in there is usually someone in the space to greet them; gives a more welcoming feel when they enter; we are adjusting to the new dynamic; cameras are even more crucial now that we aren't always able to hear everything happening in the store.

Domains still at Bluehost – a list of the domains were sent over for review; domains to keep are:

- Joshuatreegatewaycommunities.org
- Joshuatreetourism.com
- Joshuatreetourism.org
- Joshuatreegateway.com
- Inyuccayoucan.com

Yucca Rocks Campaign –

- a) Met with Pat Kearns of Goat Mountain Music at Glen's suggestion; we discussed how to best showcase local talent in our store; my recommendations as a result of this conversation are:
  - Pat to contact the musicians to be featured in the store
  - The space we are offering will feature 16 artists' (LPs/CDs)
  - Sales will be on consignment at a 60/40 split, which is the norm. If they don't feel that is fair, we will offer them the special rate of 75/25
  - The TV near the space will have their videos (family appropriate) playing w/sound on at a volume that is more background music
  - We will showcase a "featured" musician and will schedule album signings
  - We are researching how to get the musicians' merchandise in our online store and driving more traffic to that space
  - When ready to launch, coordinate "meet & greets" w/musicians
  - Create a QR code taking shoppers to the digital works of the musicians
  - Feature on our YouTube channel
- b) Once logistics/details are complete, begin promoting on social media and Constant Contact
- c) (Dion suggested) Locals Live – w/Pat Kearns & Z107.7 film and put on YouTube Channel; featured artists; ongoing promotion; 1<sup>st</sup> Thursdays; PSAs; SBR venue

Parking Lot Event Space – I would like to propose we begin putting in place rates to rent out the CWC parking lot for events. Everyone was on board with this idea.

Suggested events from the board were:

- Pumpkin Patch (Dion and Kathie)
- Haunted House-artist submissions (Dion)
- Christmas Tree lot (Dion)

### 9.3 Art Contest

Wrapped up this year's Art Contest; significantly lower number of submissions; attributing this to the website issues with the site and the plugins that are specific to the Art Contest submissions; now that we've moved our website to a

more secure server (GoDaddy) and I have a better understanding of the timeline, we anticipate an even greater submission count next year.

#### 9.4 Website

New Admin is onboard; Lori is finishing up some things and will be retiring at the end of the month. Wendy Hunt with Plum Nelly has been a great support while Lori has been out of the country in getting the online store temporary message up until there could be a fix. Looking forward to working with her going forward. Lori has not charged us for the development of our new website. We would like to propose that we give her an additional \$1,000 for all her dedication and support to us. Everyone moved to send the additional funds to her. Motion carried unanimously.

#### 9.7 Internet

Jack Rabbit Go has installed their high-speed internet service, and it has made a huge difference in internet speeds; before being installed we had download speeds of less than 20mbps and upload speeds of less than 2mbps; now we see anywhere from over 100mbps download and just under 20mbps upload speeds.

Item 10.0	Board Comments –	Board Members
	Dion - Detroit antique motorcycle show coming to Yucca Valley 6/2026; HBO, Harley Davidson, etc. will be here; Sands & Desert Sky bought by Jason Mamoa and others; custom bikes; CWC presence requested; Matt Holm involved; SBR Haunted House 10/31	
Item 11.0	Public Comments (limited to 3 minutes per person)	Zee Bell-Drury
Item 12.0	Future Agenda Items	Board Members
	Billboard – mural part of public arts program with ToYV	
Item 13.0	Adjournment @ 2:35pm	Zee Bell-Drury

**October/November Board meeting: November 21, 2025**

**Respectfully submitted by Linda Poindexter**