

February 26, 2026 | DRTA - February Regular Board Minutes

Attendees: Julie Bruley, Linda Poindexter, Terry Taylor-Castillo, Bill Neeb, Zee Bell-Drury

Item 1.0 Call to Order: 1:01 Bill Neeb

Item 2.0 Introduction of Guests NA Bill Neeb

Item 3.0 Liaison Update: Frank Luckino-TOYV

Town Marketing Campaign JNS NEXT will be working with the town for a strong marketing campaign. Aquatics Center is a bit behind schedule. Looking like September is the hopeful opening timeframe. Day Passes for locals and or travelers will be promoted. AirBNB guests and Campers may appreciate the facility and showers available. Thoughts about building downtown to encourage foot traffic. Mentioned possibly relocating the Welcome Center to that area although there is not currently a building or space that will accommodate it.

Town Permits:

Jersey Mikes still coming

Dominos still coming/moving into new site

Additional Starbucks coming by AKI Sushi

Dutch Brothers coming near the Walgreens

Walmart is adding a Gas Station

Residential Homes

Back in 2000. YV had a population of roughly 20000

2026 current population roughly 22000. Not a huge residential growth. 2nd homes, Air BNB's, more traffic, more businesses.

Rumors of schools closing...YV needing work force housing...

Item 4.0 Approval of Agenda: Bill Neeb
1st. Julie Bruley 2nd Terry Taylor-Castillo

Item 5.0 Emailed Approved Items: NA Linda Poindexter

Item 6.0 Secretary's Report/Minutes: (Julianne Bruley)
Moved: Terry Taylor-Castillo 2nd Julie Bruley

Item 7.0 Treasures Report: Linda for Kathie
Continued monitoring of the budget to get to the end of the fiscal year to see how the town responds to the new 2 year request.

Item 8.0 Gift Shop update: Linda for Kathie
Increase of 20,000; Limited park passes so sales of passes are currently down.

Item 8.0 Welcome Center Update: Linda Poindexter

8.1 Traffic Report: See Attached.

8.2 General Update: Hopefully the water bottle filler will arrive soon. Mural- Clayton - also CWC utility box on the list. Visit CA is looking to us to host its Fall Meeting mid to late September.

8.3 Website: New website in place- ADA being worked on to make site compliant. Have the former internet service still on, just in case Jackrabbitgo is not efficient. Will consider dropping once Jackrabbit Go is proven. Currently the site is doing well.

8.4 Call out for art show artists.

8.5 Teddy Resignation letter accepted on 2/10/26. Hoping to return after health improves.

Item 9.0 Board Comments.

25 year anniversary of the CWC. Staff appreciation a special occasion and celebration. Scheduled for Thursday April 30th at JTRC. Zee is attending IPW with Visit Greater Palm Springs this summer. Picnic benches at the Welcome Center - Frank was unaware of this request. Will follow up.

Item 10.0 Public Comments. NA

Item 11.0 Future Agenda Items

JTGC Revival???

“Rest Stop”

Possible Solar Covers for Parking Lot

Space for Basin Wide?

Zee offered possible field trip experience for staff and volunteers to Reset Experience. Set new, and review 2025/2026 planned agenda items

Item 12.0 Adjournment: 2:08pm

Zee Bell-Drury

Item 13.0 Closed Session

Next Meeting: March 26th, 2026 @ 1-3pm