

DESERT REGIONAL TOURISM AGENCY
CALIFORNIA WELCOME CENTER
BOARD MEETING AGENDA
Friday, Jan 23, 2026 @ 1pm
Black Bear Diner

Item 1.0	Call to Order	Zee Bell-Drury
Item 2.0	Introduction of guests	Zee Bell-Drury
Item 3.0	Liaison Update	Frank Luckino – ToYV
Item 4.0	Approval of Agenda	Zee Bell-Drury
Item 5.0	Secretary’s Report/Minutes: November 21, 2025 – Moved: 2 nd :	Julie Bruley
Item 6.0	Treasurer’s Report	Kathie Ammar
Item 7.0	Gift Shop update	Kathie Ammar
Item 8.0	Welcome Center update	Linda Poindexter
	8.1 Traffic Report	
	8.2 General Update	
	8.3 Travel & Adventure Show	
	8.4 Yucca Rocks Campaign	
	8.5 Website	
Item 9.0	Proposed Budget	Budget Committee
Item 10.0	Board Comments	Board Members
Item 11.0	Public Comments (limited to 3 minutes per person)	Zee Bell-Drury
Item 12.0	Future Agenda Items	Board Members
Item 13.0	Adjournment	Zee Bell-Drury
Item 14.0	Closed Session	

February Board meeting: _____

Nov 21, 2025 | DRTA - November Regular Board Minutes

Attendees: Julie Bruley, Linda Poindexter, Terry Taylor-Castillo, Bill Neeb, Frank Luckino (Town of YV)

- | | | |
|----------|---|-------------------|
| Item 1.0 | Call to Order: 1:06 | Bill Neeb |
| | Teddy Tapscott currently on medical leave. | |
| Item 2.0 | Introduction of Guests NA: | Bill Neeb |
| Item 3.0 | Liaison Update: | Bill Neeb |
| | Frank Luckino Deputy Town Manager. Eco Development, Finance and Tourism. Working on YV Marketing firm JNS Marketing. Collecting Data for who is coming to the area and what visitors are coming to do. | |
| | Murals: Downtown Art- More information coming 1st of the year. | |
| | New Development coming: Dutch Brothers, 2nd Starbucks, Circle K, Walmart Gas, El Pollo Loco, Jersey Mikes. | |
| Item 4.0 | Approval of Agenda: | Bill Neeb |
| | 1st. Julie Bruley 2nd Terry Taylor-Castillo | |
| Item 5.0 | Emailed Approved Items: N/A | Linda Poindexter |
| Item 6.0 | Secretary's Report/Minutes: | (Julianne Bruley) |
| | August 26th Moved: Terry Taylor-Castillo 2nd Julie Bruley | |
| Item 7.0 | Treasurer Report: | Kathie Ammar |
| | Attached | |
| Item 8.0 | Gift Shop update: | Kathie Ammar |
| | Gift shop slat wall in route. Sales a bit down. Government shutdown expected for this as travelers not coming in to purchase Park Passes. | |
| Item 8.0 | Welcome Center Update: | Linda Poindexter |
| | Item 8.1 Traffic Report: See Attached. | |
| | Item 8.2 General Update: | |
| | CWC and Chamber Mixer Scheduled for December 18th 5-7. | |
| | Linda Received a call from Becky with Pacific Clinics asking about a fee they paid to Eric Menendez for an event that was cancelled. There was confusion regarding the name Joshua Tree Gateway Communities, and the Domain name Eric has adopted Joshua Tree Gateway Community Alliance. It was decided that a note on our website stated that there was/is no connection with the Domain or Eric needs to be disclosed on all our sites. Hopefully, folks who are approached by Eric will | |

reach out to us at the CWC for any questions or concerns that we may be able to clarify prior to them assuming the connection to the entity operated by Eric. It sounds like Becky will be pursuing legal action

CWC Admin desks moved into Y.V. Chamber area. Adjustments may be needed as a bit of distance for Linda to hear activity in the CWC area. Frank noted he may have other needed office space for Basin Wide allowing Linda to return to main CWC office area.

Item 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 JackRabbitGo is proven. Currently the site is doing well.

Item 8.4 Travel Show – Seattle Jan 8th-12th. Linda will be attending with the Greater Palm Springs Group

Item 8.5 Yucca Valley Rocks Campaign. New apparel arrived. Pat Kerns and Artists coming soon.

Item 9.0 Board Comments. NA

Item 10.0 Public Comments. NA

Item 11.0 Future Agenda Items

JTGC Revival???

Possible Solar Covers for Parking Lot

Space for Basin Wide?

Linda looking into possible ways to rent CWC parking areas to locals who may have events they want to hold. In this way, CWC earns income on the rent and possible gift shop sales. Win for everyone.

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: 2:32pm

Bill Neeb

Next Meeting: January 23, 2026@ 1-3pm

Balance Sheet

Desert Regional Tourism Agency

As of January 19, 2026

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
Joshua Tree Gateway Communities (deleted)	0.00
Petty Cash	295.82
QuickBooks Checking Account	23.02
Reserve Account	16,025.98
US Bank - DRTA General Account	20,320.91
Total for Bank Accounts	\$36,665.73
Accounts Receivable	
Accounts Receivable	0.00
Total for Accounts Receivable	\$0.00
Other Current Assets	\$48,004.21
Total for Current Assets	\$84,669.94
Total for Assets	\$84,669.94
Liabilities and Equity	
Liabilities	
Current Liabilities	
Credit Cards	
Linda Credit Card	1,204.88
US Bank Credit Card	17,522.36
Total for Credit Cards	\$18,727.24
Other Current Liabilities	\$1,881.74
Total for Current Liabilities	\$20,608.98
Long-term Liabilities	
Total for Liabilities	\$20,608.98
Equity	\$64,060.96
Total for Liabilities and Equity	\$84,669.94

Profit and Loss

Desert Regional Tourism Agency

July 1, 2025-January 19, 2026

DISTRIBUTION ACCOUNT	TOTAL
Income	
Art Contest Income	906.34
Art Tours Catalogs	30.00
Bank Interest	-\$16.29
US Bank Credit Card Reward{564}	1,075.00
Total for Bank Interest	\$1,058.71
Certified	1,826.04
Donations	\$200.52
Gift Store Sales Income	\$68,037.69
Non taxable Welcome Center Sales	
Non taxable Sales	\$26,481.16
Non Tax Ticket	
Living Desert Tickets (deleted)	50.00
Park Passes	19,625.00
Total for Non Tax Ticket	\$19,675.00
Total for Non taxable Welcome Center Sales	\$46,156.16
Partnership Funding	
Town of Yucca Valley	67,500.00
Total for Partnership Funding	\$67,500.00
Sponsorship Packages	\$13,230.20
Unapplied Cash Payment Income-1	230.00
Total for Income	\$199,175.66
Cost of Goods Sold	
Cost of Goods Sold	\$68,363.73
Total for Cost of Goods Sold	\$68,363.73
Gross Profit	\$130,811.93
Expenses	
Bank Service Charges	3,451.50
Credit Card Merchant fee	-\$91.93
Dues and Subscriptions	\$3,845.41
CWC Designation	3,750.00
Total for Dues and Subscriptions	\$7,595.41
Gift Shop/Building Accessories	3,896.67
Gift Shop discount	1.09
Insurance	597.00
Janitor Service	\$2,108.81
Marketing Expense	\$5,790.05
Office Equipment & Supplies	1,105.14

Profit and Loss

Desert Regional Tourism Agency

July 1, 2025-January 19, 2026

DISTRIBUTION ACCOUNT	TOTAL
Payroll Expenses	\$111,288.84
Professional Fees	\$245.47
Tax Prep	1,650.00
Total for Professional Fees	\$1,895.47
Register Over/Short	75.20
SHIP	\$1.85
Special Meeting/Event Expense	170.97
Staff Appreciation Dinner	757.95
Tax - License	100.00
Travel	-\$902.73
Unapplied Cash Bill Payment Expense	0.00
Utilities Expense	
Drinking Water	260.56
DRTA Phone- Internet Expense	710.47
Total for Utilities Expense	\$971.03
Website	\$199.97
Web Site design & hosting	4,208.53
Total for Website	\$4,408.50
Total for Expenses	\$143,220.82
Net Operating Income	-\$12,408.89
Other Income	
Other Income	\$0.00
Total for Other Income	\$0.00
Net Other Income	\$0.00
Net Income	-\$12,408.89



2019 2020 2021 2022 2023 2024 2025

Month	Total Visitors	Foreign Visitors	Total Visitors	Foreign Visitors	Total Visitors	Foreign Visitors	Total Visitors	Foreign Visitors	Total Visitors	Foreign Visitors	Total Visitors	Foreign Visitors	Total Visitors	Year to Date	Foreign Visitors	Phone Calls
Jan	1,930	50	1,783	43	closed	closed	1,223	8	1,651	131	1,807	101	2,083	2,083	129	55
Feb	1,668	136	2,025	42	116	0	1,607	30	1,869	119	2,130	161	2,482	4,565	89	51
Mar	2,230	145	999	closed	783	4	1,625	53	2,425	130	3,149	154	3,946	8,511	108	63
Apr	2,194	134	closed	closed	813	0	1,767	75	2,081	111	2,713	183	3,804	12,315	169	71
May	2,586	69	closed	closed	701	1	1,323	75	2,066	132	2,516	166	2,884	15,199	167	55
Jun	1,277	45	448	0	564	1	1,097	60	1,593	81	1,645	76	1,766	16,965	94	32
Jul	1,205	72	240	closed	375	19	1,063	71	1,498	113	1,319	134	1,728	18,693	203	37
Aug	1,051	78	closed	closed	359	1	1,198	103	1,449	95	1,437	101	1,950	20,643	157	43
Sept	1,587	88	408	0	495	4	1,302	68	1,480	81	1,595	95	2,056	22,699	194	49
Oct	2,107	77	510	4	746	0	1,395	71	2,118	85	2,528	118	2,753	25,452	103	77
Nov	1,491	40	561	6	925	18	1,529	102	1,793	81	2,287	127	2,741	28,193	74	66
Dec	1,864	35	628	2	1,739	28	1,981	86	2,658	112	3,036	131	3,094	31,287	130	73
Y-T-D	21,190	969	7,602	97	7,616	76	17,110	802	22,681	1,271	26,162	1,547	31,287	31,287	1,617	672

Budget Overview_2026-2027 Budget__Report

Desert Regional Tourism Agency

July 1, 2026-June 30, 2027

ACCOUNT	TOTAL
Income	
Art Contest	5,000.00
Bank Interest	
US Bank Credit Card Reward{564}	2,000.00
Total for Bank Interest	\$2,000.00
Certified	3,800.00
Donations	850.00
Gift Store Sales Income	\$130,000.00
Online Sales	
Ecommerce In State California	1,000.00
Total for Online Sales	\$1,000.00
Total for Gift Store Sales Income	\$131,000.00
Non taxable Welcome Center Sales	
Non taxable Sales	
CWC-Food	\$13,000.00
SEES Candy	47,000.00
Total for CWC-Food	\$60,000.00
Ecommerce Out of State	1,000.00
Total for Non taxable Sales	\$61,000.00
Non Tax Ticket	
Park Passes	38,000.00
Total for Non Tax Ticket	\$38,000.00
Total for Non taxable Welcome Center Sales	\$99,000.00
Partnership Funding	
San Bernadino County	10,000.00
Town of Yucca Valley	200,000.00
Total for Partnership Funding	\$210,000.00
Sales	0.00
Sponsorship Packages	45,000.00
Total for Income	\$496,650.00
Cost of Goods Sold	
Cost of Goods Sold	
CWC Cost of Goods Sold	86,000.00
Park Passes	34,000.00
SEES Cost of Goods	37,000.00
Total for Cost of Goods Sold	\$157,000.00
Total for Cost of Goods Sold	\$157,000.00
Gross Profit	\$339,650.00

Budget Overview_2026-2027 Budget__Report

Desert Regional Tourism Agency

July 1, 2026-June 30, 2027

ACCOUNT	TOTAL
Expenses	
Badges - Uniforms	500.00
Credit Card Merchant fee	
Credit Card Fee	3,600.00
Total for Credit Card Merchant fee	\$3,600.00
Dues and Subscriptions	\$13,500.00
CWC Designation	5,000.00
Total for Dues and Subscriptions	\$18,500.00
Gift Shop/Building Accessories	3,000.00
Gift Shop discount	300.00
Insurance	4,800.00
Janitor Service	\$3,500.00
Janitorial Supplies	1,000.00
Total for Janitor Service	\$4,500.00
Marketing Expense	15,000.00
Miscellaneous	25.00
Office Equipment & Supplies	4,000.00
Payroll Expenses	
Mileage	1,500.00
Wages	237,000.00
Total for Payroll Expenses	\$238,500.00
Payroll Tax Expense	19,000.00
Professional Fees	\$1,000.00
Tax Prep	1,800.00
Total for Professional Fees	\$2,800.00
Special Meeting/Event Expense	1,200.00
Staff Appreciation Dinner	6,500.00
Travel	
CWC Conference	10,000.00
Total for Travel	\$10,000.00
Utilities Expense	
Drinking Water	600.00
DRTA Phone- Internet Expense	1,800.00
Total for Utilities Expense	\$2,400.00
Website	5,000.00
Total for Expenses	\$339,625.00
Net Operating Income	\$25.00
Other Income	

Budget Overview_2026-2027 Budget__Report

Desert Regional Tourism Agency

July 1, 2026-June 30, 2027

ACCOUNT	TOTAL
Other Expenses	
Net Other Income	
Net Income	\$25.00

Budget Overview_2027-2028 Budget__Report

Desert Regional Tourism Agency

July 1, 2027-June 30, 2028

ACCOUNT	TOTAL
Income	
Art Contest	6,000.00
Bank Interest	
US Bank Credit Card Reward{564}	2,000.00
Total for Bank Interest	\$2,000.00
Certified	3,900.00
Donations	900.00
Gift Store Sales Income	\$136,000.00
Online Sales	
Ecommerce In State California	1,200.00
Total for Online Sales	\$1,200.00
Total for Gift Store Sales Income	\$137,200.00
Non taxable Welcome Center Sales	
Non taxable Sales	
CWC-Food	\$13,500.00
SEES Candy	49,000.00
Total for CWC-Food	\$62,500.00
Ecommerce Out of State	1,200.00
Total for Non taxable Sales	\$63,700.00
Non Tax Ticket	
Park Passes	41,000.00
Total for Non Tax Ticket	\$41,000.00
Total for Non taxable Welcome Center Sales	\$104,700.00
Partnership Funding	
San Bernadino County	10,000.00
Town of Yucca Valley	210,000.00
Total for Partnership Funding	\$220,000.00
Sales	0.00
Sponsorship Packages	50,000.00
Total for Income	\$524,700.00
Cost of Goods Sold	
Cost of Goods Sold	
CWC Cost of Goods Sold	89,000.00
Park Passes	36,900.00
SEES Cost of Goods	39,200.00
Total for Cost of Goods Sold	\$165,100.00
Total for Cost of Goods Sold	\$165,100.00
Gross Profit	\$359,600.00

Budget Overview_2027-2028 Budget__Report

Desert Regional Tourism Agency

July 1, 2027-June 30, 2028

ACCOUNT	TOTAL
Expenses	
Badges - Uniforms	500.00
Credit Card Merchant fee	
Credit Card Fee	4,000.00
Total for Credit Card Merchant fee	\$4,000.00
Dues and Subscriptions	\$14,000.00
CWC Designation	5,000.00
Total for Dues and Subscriptions	\$19,000.00
Gift Shop/Building Accessories	4,000.00
Gift Shop discount	300.00
Insurance	5,000.00
Janitor Service	\$3,500.00
Janitorial Supplies	1,000.00
Total for Janitor Service	\$4,500.00
Marketing Expense	16,000.00
Miscellaneous	25.00
Office Equipment & Supplies	5,000.00
Payroll Expenses	
Mileage	1,800.00
Wages	240,000.00
Total for Payroll Expenses	\$241,800.00
Payroll Tax Expense	24,400.00
Professional Fees	\$1,500.00
Tax Prep	2,000.00
Total for Professional Fees	\$3,500.00
Special Meeting/Event Expense	1,200.00
Staff Appreciation Dinner	6,500.00
Travel	
CWC Conference	15,000.00
Total for Travel	\$15,000.00
Utilities Expense	
Drinking Water	800.00
DRTA Phone- Internet Expense	2,000.00
Total for Utilities Expense	\$2,800.00
Website	6,000.00
Total for Expenses	\$359,525.00
Net Operating Income	\$75.00
Other Income	

Budget Overview_2027-2028 Budget__Report

Desert Regional Tourism Agency

July 1, 2027-June 30, 2028

ACCOUNT	TOTAL
Other Expenses	
Net Other Income	
Net Income	\$75.00