

April 30, 2026 | DRTA - April Regular Board Minutes

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

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| Item 1.0 | Call to Order: 1:02 | Zee Bell-Drury |
| Item 2.0 | Introduction of Guests: Patti Brown | Zee Bell- Drury |
| Item 3.0 | <p>Liaison Update: Frank Luckino
Liz Utley's Palm Springs Life Publications. Yucca Valley having a more active role with marketing using Placer AI to create Gio Fencing to see what folks are looking to do and see. TOT \$ promoting branding and landing page. Palm Springs life magazines placed in Hotels. Aquatic Center opening September/November. Health and Wellness Centered...Basketball, pickleball Courts, Pool, Classes, Showers and Lockers for Tourists.
Cory Hamilton sign coming at entrance of Town</p> | |
| Item 4.0 | Approval of Agenda:
1st. Bill Neeb 2nd Terry Taylor-Castillo | Zee Bell-Drury |
| Item 5.0 | Emailed Approved Items: NA | Linda Poindexter |
| Item 6.0 | Secretary's Report/Minutes:
Moved: Terry Taylor-Castillo 2nd Bill Neeb | (Julianne Bruley) |
| Item 7.0 | Treasures Report:
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.
Park Passes doing great! Hummer tours increasing with needed passes for their clients. | Kathie Ammar |
| Item 8.0 | Gift Shop update:
We have entered the gift shop's peak season. Currently gift shop doing very well. 6-7 Hummer tours daily. Park Passes; See's candy continue to bring in Gift Shop shoppers. | Kathie Ammar |
| Item 8.0 | Welcome Center Update:
8.1 Traffic Report:
See Attached.
8.2 General Update:
Harvest Host: R.V. App for travelers. Can stay in CWC back parking lot with the "agreement" that \$30+ will be spent in the gift shop for this opportunity. R.V.'s must be fully self-sufficient, CWC provides nothing but the space. Can block out dates/spaces. 3-6 nights are usual options for campers. Frank will be checking for any needed town permits.
MAY is Tourism Month. Newsletters and Media to reflect that.
Palm Springs leads lunch AFLAC insurance offered for some eligible employees. 65 or older cannot sign up but would be 'grandfathered' in if they already had the insurance.
Hopefully the water bottle filler will arrive soon. CWC will no longer need to pay for "Sparklets"
Visit CA is looking to us to host its Fall Meeting mid to late September.
8.3 Website: New website in place- Looking to implement online landing pages for | Linda Poindexter |

"What to do, "Where to Eat", "Where to Shop"

ADA being worked on to make site compliant. Have the former internet service still on, there has been 1 issue with the new internet service. Board voted to drop Frontier 1st, Julie Bruley 2nd Bill Neeb. moved.

8.4 Call out for art show artists. Already more artists in place than last year(10 entries-ahead of last year). 3 judges confirmed, 2 more asked who need confirmed.

8.5 Mural for CWC. Frank to reach out to Park and Rec to see if CWC can have the mural budget for photo ops for tourists rather than another of the town's buildings.

8.6 Linda to attend a grant writing workshop in May. \$425 approved 1st. Julie 2nd Terry

Item 9.0 Board Comments.

25-year anniversary of the CWC. Staff appreciation a special occasion and celebration.

Scheduled for April 30th at the ROOST. Be there or be square...:) Great turnout! Everyone seemed to enjoy the time. Wonderful plaques given to volunteers and employees.

Item 10.0 Public Comments. Patti mentioned town scavenger hunt for more shop/town activities.

Item 11.0 **Future Agenda Items**

Board of Directors

Mural for West side of building... Jeff Brady/ Park and Rec. Matt Rousch Commissioner. (Frank investigating)

Food Truck Rodeo

JTGC Revival???

"Rest Stop" Need signage, speak to Chamber about front signage. Identify: Welcome, Water Stop, Picnic Stop. Need tables for both guests and CWC employees/staff

Continued request for Picnic Tables

Possible Solar Covers for Parking Lot

Zee offered possible field trip experience for staff and volunteers to Reset Experience.

Desert Christ Church Field Trip.

Set new, and review 2025/2026 planned agenda items

Item 12.0 Adjournment: 2:33pm

Zee Bell-Drury

Item 13.0 Closed Session

Next Meeting: May 28th, 2026 @ 1-3pm