



June 3, 2026 | DRTA - June Regular Board Minutes

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

- Item 1.0      Marketing Presentation by Connoisseur Media - Currently working on the CWC Art Contest advertising to 'test the waters' with production of impact of cost vs income advantage.
- Item 2.0      Call to Order: 12:37      Zee Bell-Drury
- Item 3.0      Introduction of Guests: Ken Large Amboy      Zee Bell- Drury
- Item 4.0      Liaison Update: Frank Luckino
- Aquatic Center opening September/November. Health and Wellness Centered. Basketball, pickleball Courts, Pool, Classes, Showers and Lockers will be made available for Tourists and locals.
  - Cory Hamilton will be handling the design and fabrication of the sign at entrance of Town
- Item 5.0      Approval of Agenda:      Zee Bell-Drury  
1st. Julie 2nd Bill
- Item 6.0      Secretary's Report/Minutes:      Julianne Bruley  
Moved: Terry Taylor-Castillo 2nd Bill Neeb
- Item 7.0      Treasurer's Report:      Kathie Ammar
- Town approved funding request: Approved Amendment No 7 & to the Agreement between the Town and DRTA for tourism marketing services, including a funding allocation totaling \$400,000 for the two-year term, and authorized the Mayor or Town Manager to execute the amendment.
  - Park Passes are doing great! Hummer tours are increasing with needed passes for their clients.
  - Insurance policies coming due for renewal. It was moved to change insurance carrier for Workman's Comp and D & O Insurance for better coverage with a better rate.  
1<sup>st</sup> Bill, 2<sup>nd</sup> Julie. Motion carried
- Item 8.0      Gift Shop update:      Kathie Ammar
- Currently gift shop doing very well, 8-10% sales increase. Park passes increased. 6-7 Hummer tours daily. Sees candy continue to bring in Gift Shop shoppers. Sold \$3500 worth of Grub Stakes tickets for the Chamber.
  - New Jewelry online company. Drop ships to customers with great pricing and packaging. Hope to increase online activity and sales. Cost \$30/month.
- Item 9.0      Welcome Center Update:      Linda Poindexter  
9.1 Traffic Report:  
See Attached.  
9.2 General Update:



- Linda is checking with Greater Palm Springs and Palm Springs Chamber to see if they know of any more Hummer or tour companies who may like to use the CWC as a parking/pick up area for their tours.
- H2O filling station update: waiting for plumbing to get hooked up in order to move forward.
- Ads/Website for featured advertisers possibly using a 'Tiered Level System' for Premium, Med and Lower-level advertisers.
- Art Contest- 4 Judges locked in. 24 entries so far. FB and Insta being used for \$.25/impression
- Ad company funds for art contest in marketing budget.
- Pat Pattison (Like Huell Houser) Coming June 10th and 11th. Will be doing a local 2 minute 'shoot' of our area and some area attractions. Possible Desert Christ Park and Pappy and Harriet's.
- Blood Drive June 26th 10-2

Item 10.0 Board Comments.  
Our dear friend and prior DRTA Board Member Teddy Tapscott passed away. Card from our members along with a gift for the family will be sent.

Item 11.0 Public Comments.

Item 12.0 **Future Agenda Items**

- Mural for West side of building... Jeff Brady/Park and Rec. Matt Rousch Commissioner. (Frank investigating) Permit for Harvest Host, Picnic tables for staff and possibly tourists.
- 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 (Zee's running spreadsheet)

Item 13.0 Adjournment: 2:35pm Zee Bell-Drury

Item 14.0 Closed Session

Next Meeting: August 27th, 2026 @ 1-3pm



## CWC Traffic Report

| Month | Foreign Visitors | 2023 Total Visitors | Foreign Visitors | 2024 Total Visitors | Foreign Visitors | 2025 Total Visitors | Year to Date  | Foreign Visitors | Phone Calls | 2026 Total Visitors | Year to Date  | Foreign Visitors | Phone Calls |
|-------|------------------|---------------------|------------------|---------------------|------------------|---------------------|---------------|------------------|-------------|---------------------|---------------|------------------|-------------|
| Jan   | 8                | 1,651               | 131              | 1,807               | 101              | 2,083               | 2,083         | 129              | 55          | 2,606               | 2,606         | 89               | 49          |
| Feb   | 30               | 1,869               | 119              | 2,130               | 161              | 2,482               | 4,565         | 89               | 51          | 2,636               | 5,242         | 69               | 45          |
| Mar   | 53               | 2,425               | 130              | 3,149               | 154              | 3,946               | 8,511         | 108              | 63          | 3,790               | 9,032         | 98               | 51          |
| Apr   | 75               | 2,081               | 111              | 2,713               | 183              | 3,804               | 12,315        | 169              | 71          | 3,228               | 12,260        | 100              | 63          |
| May   | 75               | 2,066               | 132              | 2,516               | 166              | 2,884               | 15,199        | 167              | 55          | 2,844               | 15,104        | 79               | 63          |
| Jun   | 60               | 1,593               | 81               | 1,645               | 76               | 1,766               | 16,965        | 94               | 32          |                     |               |                  |             |
| Jul   | 71               | 1,498               | 113              | 1,319               | 134              | 1,728               | 18,693        | 203              | 37          |                     |               |                  |             |
| Aug   | 103              | 1,449               | 95               | 1,437               | 101              | 1,950               | 20,643        | 157              | 43          |                     |               |                  |             |
| Sept  | 68               | 1,480               | 81               | 1,595               | 95               | 2,056               | 22,699        | 194              | 49          |                     |               |                  |             |
| Oct   | 71               | 2,118               | 85               | 2,528               | 118              | 2,753               | 25,452        | 103              | 77          |                     |               |                  |             |
| Nov   | 102              | 1,793               | 81               | 2,287               | 127              | 2,741               | 28,193        | 74               | 66          |                     |               |                  |             |
| Dec   | 86               | 2,658               | 112              | 3,036               | 131              | 3,094               | 31,287        | 130              | 73          |                     |               |                  |             |
| Y-T-D | <b>802</b>       | <b>22,681</b>       | <b>1,271</b>     | <b>26,162</b>       | <b>1,547</b>     | <b>31,287</b>       | <b>31,287</b> | <b>1,617</b>     | <b>672</b>  | <b>12,260</b>       | <b>12,260</b> | <b>435</b>       | <b>271</b>  |