

TDMA Board Meeting Minutes

Day/Date of Meeting: Wednesday, July 1, 2009
Place/Time of Meeting: Cedar House Sport Hotel / 8:30am

Board Member(s) in attendance:

<u>Name:</u>	<u>Name:</u>
Mark Estee	Dean Shaecher
JoAnne Pohler	Stefanie Olivieri
Mike Preaseau	Alyssa Westenburg
Shannon Peacock	Julie Tenorio
Heather River	Donna Wood

Board Member(s) Absent:

<u>Name:</u>	<u># of Absences this Year (2009-10)</u>	<u>Excused/Unexcused</u>
Ellen Dean	1	
Karyn Frazier	2	
Ed Candler	1	

Agenda Items:

I. Prior Board Meeting Minutes Approved.

Not done – will be approved at the next meeting.

II. Open Comment period:

David Griffin from town of Truckee:

- Newspaper Racks are taking longer than expected...will be put in probably in about a month or August.
- All 3 sidewalk projects will be put in AFTER Labor Day. Star Hotel, Carmel Gallery and Burger Me.
- Between Brickelltown and the Small Mall Property there will be painting of the sidewalk. Timing to be determined ...but soon.

III. Review Financials:

Brief review of financials by Alyssa. Julie (treasurer) handed out financial statements and discussed. This is a draft..not final. The booth rentals brought in \$3000 (but credit card payments are not yet included) DBI sponsorship check came in for \$5000. Future review of financials will be made by Julie (treasurer) and Mike from the Econ committee to analyze projected v. actual.

IV. New Board Business:

- a. Handed out flier for 2009 dates for board meetings.
- b. Mentioned band sponsorship for Truckee Thurs. \$400 a week...maybe some businesses can split a sponsorship.
- c. Discussed support for the Wine Walk Sponsorship. The TDMA will sponsor with a reduced amount from \$1500 down to \$1250. A motion was made for the sponsorship and it was passed.

- d. Discussed the insurance and worker's comp for volunteers for the Truckee Thurs. Alyssa and Dave will meet with attorney tomorrow. We may have to have volunteers sign waivers in the event that they could be injured while volunteering. We are covered by insurance if someone else is hurt by one of us or something to do with Truckee Thurs. but if we are hurt, or a volunteer is hurt - not covered. Alyssa and Stef to review insurance coverage.

**V. (a) Committee Project Status Updates
(See attached "Strategic Plan Update)**

(b) Additional Committee Updates

a. Organization/ Membership

- i. Motion to elect JoAnne Secretary. Motion passed. Yay!!
- ii. Asked board members/members to contribute pictures of events for website.

b. Business/ Economic Restructuring

- i. 10% increase in new businesses in downtown by Sept 1 is probably not realistic. Need to help get new businesses downtown by having a Business Information Sheet. This is a new process and will take time.
- ii. Dave commented that the town is also working on a retraction and retention plan to create partnership. The town is going to also have a committee and can partner with our committee on this. Also we can partner with the Chamber.
- iii. Also Mike will get a projected budget vs. actual budget.
- iv. Alyssa added to Mike's already heavy load the general funding for TDMA.

c. Design/ Historic Preservation

- i. Town has applied for historic status and historic preservation. On July 31 at 9:00am a meeting at the State Resources Auditorium in Sacramento. Write in or email. TDMA and Chamber can do an email blast to support the town in the application for Historic Status. 66% historic is needed and we have well over that. Looks like it will pass, says Dave.

d. Marketing and Promotions

- i. Update by Andy Mond on first Truckee Thursday.
 - 41 vendors last week.50 this week
 - Farmers Market-more promotion 4:00-6:00pm
 - we are all to hand out the smaller version of the flier to customers
 - Approx 400 people attended last week...we will try to track attendance for our info and also for the town to see the numbers.

VI. Celebration of Truckee Thursday success and had a toast!!

Additional Note: Grayson Howard with the Sierra Sun attended the meeting at the request of Alyssa and interviewed a number of the board members following the meeting.