

TDMA Board Meeting Minutes

Day/Date of Meeting: Wednesday, August 5, 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	Ed Candler
Tom Farina	Donna Wood
Ellen Dean	

Board Member(s) Absent:

<u>Name:</u>	<u># of Absences this Year (2009-10)</u>
Julie Tenorio	1
Heather River	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:
Discussed the possibility of getting matching funds for an executive director for the TDMA. Stressed the importance of the organization becoming financially independent.

- III. **New Board Business:**
 - a. New Board Member – welcomed new board member Tom Farina from Burger Me, Birckelltown – replaced board member Karyn Frazier who resigned.
 - b. TDMA Tax Returns – Tax returns need to be filed by October 15th. Sitkoff and O’neill have done the return in the past for \$500. Tricia has proposed to do it for \$400. Board voted to stay with Sitkoff Oneil. Alyssa will notify Tricia of board’s decision.
 - c. Follies – Donna reported that Debbie Cole will direct and Stefanie will produce the Follies. Discussed having new people shadow the older ones to learn the positions and responsibilities of the Follies moving forward.
 - d. Final Truckee Thursday – August 20th is final Truckee Thursday for Summer 2009. Will be shutting down Donner Pass Road. Alyssa requested a strong TDMA board member presence and would like board members and others to bartend in small time frames for fun. Also requested that Steve Holmquist should be there on behalf of DBI to say thanks and give a gift of appreciation for their generous support of Truckee Thursdays.

- e. Brickelltown Sign/Cart – it was discussed that one of the three carts located in commercial had been removed and relocated to the corner of Spring and DPR and a Brickelltown sign affixed to it. Dave Griffith from the Town advised the Board that John McManus had applied for a temporary sign permit and received approval for the sign. The sign is approved for 90 days. The board expressed disappointment in the sign being done unilaterally in light of our goal to have consistent uniform signage throughout Downtown Truckee for all of the districts. It was decided that we would talk with the Town to find out the specifics of the sign and the status of the “way finder” program for future signs.
- f. TDMA Funding – Dave Griffith gave us an update on what we might be expecting in terms of budgetary cuts that may affect the TDMA funding sources. He said to expect 25% cuts. We moved into the update by Mike from the Economic Development Committee as to the status of business plan for the Town to obtain funding for an ED.
- g. Maintenance of Trees on Commercial Row and cleaning of trash cans – Stefanie presented the proposed cost of having an outside source do the watering of the trees on commercial row. In the meantime, Shannon will be responsible for the tree outside of Pastime. White Buffalo will take the three trees by them. The cost would be \$360/month. There are a total of 31 trash cans downtown. The cost of washing those is \$157.50. We discussed incorporating this into quarterly cleanings per year. Mark Estee with HDC will confer with his committee and make recommendations.

IV. Financials:

- a. Handed out updated financials for the following:
 - i. Profit and Loss Statement for Truckee Thursday 2009. – We are on budget for the Truckee Thursday event. Once reimbursed by the Town for the \$16,200, the TDMA will have approximately \$30K in the bank at the end of summer. We hope that the Follies will net \$40,000 for the 2010 event.
 - ii. Current Balance Sheet for August 5, 2009.
 - iii. Year to date Profit and Loss Statement for 2009.
- b. Discussed revision of the Chart of Accounts for the TDMA quickbooks done to be consistent with the Main Street Approach.

V. Committee Project Status Updates - (See attached “Strategic Plan Update”)

NEXT BOARD MEETING SET FOR WEDNESDAY, SEPTEMBER 2ND – 8:30AM