

# TDMA Board Meeting Minutes

Day/Date of Meeting: Wednesday, September 2, 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	Julie Tenorio
Alyssa Westenburg	Ellen Dean
Shannon Peacock	Ed Candler
Tom Farina	Donna Wood

## Board Member(s) Absent:

<u>Name:</u>	<u># of Absences this Year (2009-10)</u>
Stefanie Olivieri	Heather River
Mike Preasseau	

## Agenda Items:

### **I. Open Comment/Presentations:**

- a. Brinn – Switchback – Wine, Walk & Shop – presented information on participation in the event. They have lowered sponsorships to \$350 and will be utilizing a passport system to get people to frequent the outlying areas. There are 20 wineries signed up now and room for possibly 10 more.
- b. Tad Herrington – Sierra Mountain Soccer Club – Labor Day Tournament. Presented information on a new tournament being held in Truckee for the first time over Labor Day weekend called Fire in the Sky. Wants to partner with TDMA. There are going to be 1500 people in town for the event (650 participants and the 1500 includes families). Minimum \$250 to sponsor the event. Wants to discuss partnering with TDMA next year 2010 for a larger sponsorship to include all the member businesses. Event takes place at River View Park.
- c. Britt Cereze – Tahoe TV – advertising proposal to promote Truckee as a whole. Tahoe TV is in over 3000 rooms regionally. There will be video, events, banners at bottom of screen. Britt distributed information packets to those in attendance outlining the proposal.

### **II. Financials:**

- a. Handed out updated financials for the following:
  - i. Profit and Loss Statement for Truckee Thursday 2009. – Alyssa reviewed the final version of income and expenses for Truckee Thursday 2009.
- b. Review Balance Sheet – balance is approximately \$5K. Alyssa noted that the final billing has been completed and given to Dave Griffith for reimbursement

from the Town for a total of \$16,355, which will bring the bank balance to over \$20. Reimbursement is expected to be completed by end of September.

### **III. Committee Project Status Updates - (See attached “Strategic Plan Update”)**

**Note: See the accompanying “Strategic Plan Update” to view the projects and updates by each committee.**

**The following updates were also given by the committee chairs:**

- a. Historic/Design – Mark Estee – There will be a clean up day in October – date to be announced. There will be a pancake breakfast before cleaning in the back of Moody’s. The news racks are due to be delivered on September 8<sup>th</sup>.
- b. Organization – Joanne Pohler – Joanne asked that each board member reach out to businesses they do business with and ask to join the TDMA.
- c. Econ Development – Dean Schaecher – Discussed the hiring of an executive director for the TDMA. Dave Griffith weighed in on the Town’s support of this. We set the date of October 1<sup>st</sup>, 6:00pm to make the final formal presentation to Town Council of the Truckee Thursday event and the TDMA organization.
- d. Marketing and Promotion – Donna Wood – All projects on track.

### **IV. Accomplishments and Celebrations**

- a. Walking Directories – Power point presentation highlighted the three walking directories refurbished by the TDMA’s HDC committee – applaud the committee’s work and effort on this project.
- b. Website – Overhead presentation was made to highlight the progress on the TDMA website. The organization committee met its goal of September 1<sup>st</sup> to have the Membership portal up and running.
- c. Truckee Thursday – quick wrap up by Andy Mond, event coordinator. Lindy form Treehouse was present at meeting and expressed dismay at the street closure for the final week and said it significantly hurt her business. Gifts were presented to Julie Tenorio, Donna Wood and Andy Mond for their endless hours and dedication in putting on the Truckee Thursday 2009 event!!

**NEXT BOARD MEETING SET FOR WEDNESDAY, OCTOBER 7<sup>ND</sup> – 8:30AM**