

MINUTES OF TDMA FEBRUARY 3, 2010

DIRECTORS PRESENT: TOM FARINA, ALYSSA WESTENBURG, DONNA WOOD, STEF OLIVIERI, ED CANDLER, HEATHER RIVER, DEAN SCHAECHER, MIKE PRESSEAU, SHANNON PEACOK

ABSENT: MARK ESTEE, JOANNE POHLER, ELLEN DEAN

GUESTS: LYNDIE KRAMER, TRACIE PRADO, CHRIS SIEBELINK, THERESA WICK, DEBBIE DEBORE

PRESIDENT ALYSSA WESTENBERG PRESIDED:

INTRODUCTIONS WERE MADE.

TOM OFFERED TO PROVIDE STORAGE SPACE FOR TRUCKEE THURSDAY PROPS.

ALYSSA REPORTED:

THE TOWN HAS RECEIVED HISTORIC DESIGNATION AND BROWN FREEWAY SIGNS WILL BE PLACED AT EAST AND WEST TOWN ENTRANCES TO INDICATE SUCH.

FOLLIES ARE APRIL 21 TO 24. EVERYONE IS ASKED TO HELP BY PARTICIPATING AND SELLING ADS.

NEED SOMEONE TO CHECK OUR EMAILS AND TO SEND OUT EMAIL BLASTS. NO ONE VOLUNTEERED.

THE HISTORIC/ DESIGN COMMITTEE FOR NOW WILL BE UNDER MARKETING AND PROMOTION

MIKE PRESSEAU HAS OFFERED TO LEAD THE ADOPT A TREE/TRASH CAN DRIVE.

COMMITTEE UPDATES;

ECONOMIC DEVELOPMENT COMMITTEE: DIDN'T MEET IN JANUARY BUT WILL IN NEXT 2 WEEKS. SHOULD DISCUSS MAINTENANCE OF STREET SCAPE IN BRICKLLETOWN. ALSO, NEED TO REVISE BUSINESS PLAN FOR 2010 AND GET IT TO TOWN BY MARCH 1ST.

TRUCKEE THURSDAY COULD RECEIVE \$16K PLUS \$7K FOR PARKING FROM REDEVELOPMENT. TDMA WILL FOCUS ON SPONSORSHIPS. WE NEED TO BE SELF SUFFICIENT BY NEXT YEAR. ANDY MOND AS EVENT COORDINATOR WILL SEEK SPONSORSHIPS THIS YEAR AND RECEIVE A % OF EACH ONE SOLD TO SUPPLEMENT HIS SALARY.

ORGANIZATIONAL COMMITTEE:

WE HAVE 87 MEMBERS. THE 2010 MEMBERSHIP DRIVE WILL BEGIN IN MAY. THE WEB SITE WILL BE FINALIZED BY MARCH 1ST. WITH THE HELP OF LTOL.

MARKETING AND PROMOTION:

JULIE TENARIO IS TAKING OVER TRUCKEE THURSDAY. SHE WILL DO A SURVEY OF MEMBERSHIP REGARDING LAST YEARS TT AND OTHER EVENTS.

TEAR SHEET IN PROGRESS AND AVAILABLE SOON.

WINDOWS ON HISTORY WILL BE AN EVENT THIS YEAR IN THE SPRING.

FOLLIES NEEDS SPONSORSHIPS AND AD SALES. DEADLINE FOR ADS MARCH 5TH.

TDMA WILL GIVE 2 \$1000 SPONSORSHIPS FROM FOLLIES PROCEEDS.

MEETING ADJOURNED.