

MINUTES
TDMA Meeting of the Board of Directors
December 2, 2020

BOARD MEETING COMMENCED - 8:05 a.m.

Board Members in Attendance: 9

- Mike Preaseau- Cooking Gallery
- Michelle Erskine- Art Truckee
- Alyssa Thomas Farina- T Club
- Heather River- Bespoke/Atelier
- Wrenn Cavallo- Tahoe Sports Hub
- Amy Norman- Bar of America
- Donna Wood- White Buffalo
- Stefanie Olivieri- Cabona's
- Julie Huck- Gratitudes

Board Members not in Attendance: 1

- Melinda Brown- Mo, Jo & Zoe

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

- Ruth Geresy- Truckee Chamber
- Hilary Hobbs- Town Of Truckee
- Kath Irwin- Riverside Studios
- Patty Baird- Cedar House
- Kai Frolich

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment:
 - a. BM Norman: Bar of America is temporarily closed
4. Presentations/Partner Updates:
 - a. Town of Truckee Update- Hilary Hobbs
 - Town has been working closely with the downtown restaurants and receiving positive feedback
 - Measure K passed with almost 85% approval
 - Next Tuesday council seats are filled by Jan Zabriski, Lindsey Romack and Courtney Henderson
 - Change over of the Mayor (1 year term) will be voted on
 - Truckee is currently in Purple Tier

- b. Truckee Chamber Update- Ruth Geresy
 - Chamber is partnering with the downtown Winter wonderland
 - PPE is still being distributed and hand sanitizer is available
 - List on Chamber website of Covid business operations breakdown
 - Chamber is getting a lot of traction with the Truckee jobs collective
 - c. Visit Truckee -Patty Baird
 - Bookings are way down
5. Committee Reports:
- a. Membership: Cassie is collecting membership payments
 - New members include Dressed, Truckee Tavern, Como and Wagon Train
 - b. Beautification/Maintenance: Snow removal co-op has been developed
 - c. Economic Vitality:
 - d. Marketing & Promotional:
 - #WinterWonderland and Moonshine Ink ads are running
 - Jen has been on FB sharing downtown campaigns
 - Cassie will meet with Mayumi and discuss what 2021 looks like with Moonshine Ink
6. Housekeeping Items:
- a. November 2020 minutes-
Motion: BM Norman made motion to accept November minutes, BM Wood 2nd –
Vote: 8-0 November minutes adopted
BM Huck abstains
 - b. Treasurer report-
Motion: BM Olivieri made motion to accept treasure report, BM Huck 2nd –
7. Executive Director “ED” Month in Review & Updates:
- a. Purple-Tier Update- Save the date Monday, Dec 7th from 9am to 10am. webinar discussion with TDMA, SBC, Town and Chamber
 - b. Please fill out town local survey
 - c. Little Roots Farm: Slow Food Farmers Market possible location in Downtown Truckee Saturdays 8-12pm
 - d. Winter Wonderland-Outdoor Dining, Pedestrian Enclave “Selfie Board” Plaza
 - e. Shop Local Campaigns: #Shoplocal365truckee #Truckeewinterwonderland; Tahoe Modern #teamtahoe & Female Entrepreneurs of Truckee/Tahoe’s Female Owned Business Holiday Guide

MEETING ADJOURNED

Next TDMA Meeting:

Wednesday, January 13th, 2021