

MINUTES
TDMA Meeting of the Board of Directors
February 2, 2022

BOARD MEETING COMMENCED - 8:07 a.m.

Board Members in Attendance: 8

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

Board Members not in Attendance: 4

- Melinda Brown- Mo, Jo & Zoe
- Donna Wood- White Buffalo

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

- Hilary Hobbs- Town of Truckee
- Colleen Dalton- Visit Truckee-Tahoe
- Ruth Geresy- Truckee Chamber
- Suzi Downie-Riversode Studios

1. Call to Order – TDMA ED Hebel calls meeting to Order
2. Welcome
3. Public Comment:
 - a. No Comments
4. Presentations/Partner Updates:
 - a. Town of Truckee- Hilary Hobbs
 - Discussion on short term rental cap with waiting times for permits after new home sale to limit desired use.
 - Met to discuss current and new goals for town.
 - Short term rentals is big item on the agenda for council next week.
 - Put out a RFP for a new bike share program.
 - Public Art Commission met last night to select broakway Rd. retaining wall art piece.
 - b. Truckee Chamber- Ruth Geresy
 - Positive success stories with jobs collective.

- 19th year of the leadership program kicked off last week.
 - GMT avalanche awareness.
 - Winter edition of Truckee.com
- c. Visit Truckee-Tahoe- Colleen Dalton
- Winter programs launched.
 - Sponsoring snow plows, port a potties, and trash pick ups.
5. Committee Reports:
- a. Membership: Many new members and prospects
 - b. Beautification/Maintenance:
 - Trash compactor maintenance and pick up conversation.
 - Lighting timeline conversation
 - c. Economic Vitality: TDMA is participating with the TDPRD wild fire art show
 - d. Marketing & Promotional:
 - Working on contract with moonshine ink and Sierra Sun
6. Housekeeping Items:
- a. Oct 2021 & Jan 2022 minutes -
Motion: BM Huck made motion to accept Oct 2021 & Jan 2022 minutes, BM River 2nd –
Vote: 8-0 November minutes adopted
 - b. Treasurer report- BM Farina
Motion: BM Farina made motion to accept treasure report, BM Preaseau- 2nd –
Treasurer report accepted
7. Executive Director “ED” Month in Review & Updates:
- a. Point In Time-Unhoused Survey starts February 24th
 - b. Micro-transit Advisory Committee for smaller fleets and what that looks like.
 - c. Truckee Thursdays Update: 8 dates June 23rd – Aug 11th
 - d. Follies Update:
 - Changing the age limit from 18 to 21+
 - Proof of vaccines or negative test results required.
 - e. Art Soul ArtWalk-Saturday, August 27th 1-5pm
 - f. Sierra Community House-Jean Event in April for Sexual Assault Month
8. Closed Meeting

MEETING ADJOURNED

Next TDMA Board Meeting:

Wednesday, March 2nd, 2022