

**MINUTES**  
**TDMA Meeting of the Board of Directors**  
**February 3, 2021**

BOARD MEETING COMMENCED- 8:02 a.m.

Board Members in Attendance : 8

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

Board Members not in Attendance: 2

- Melinda Brown- Mo, Jo & Zoe
- Julie Huck- Gratitudes

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

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

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment: No comments
4. Presentations/Partner Updates:
  - a. Town of Truckee: Hilary will present at upcoming council meeting, including parking and bike connectivity at West River St.
  - b. Truckee Chamber:
    - Good Morning Truckee Tuesday Feb 9, 2021, 7:30-8:30am
    - Outdoor dining guide available online
    - CA Center Welcome Center is still closed due to Covid.
  - c. Visit Truckee: January booking patterns were down, but February booking patterns are back up and going strong. Outdoor dining should remain strong. TBID is now Visit Truckee Tahoe

5. Committee Reports:
  - a. Membership: January memberships are coming in slowly and lost a few because of Covid
  - b. Beautification/Maintenance: Candy Canes will be coming down after January 31st
  - c. Economic Vitality: Cassie is organizing snow removal coop with downtown businesses
  - d. Marketing & Promotional: Contract with Moonshine Ink for ½ page ads \$3,200 Save The Dates promoting TDMA events and Jen is working on social media
  
6. Housekeeping Items:
  - a. January 2021 minutes-  
Motion: BM Norman made motion to adopt January minutes, BM Cavallo 2nd –  
Vote: 8-0 January minutes adopted
  
  - b. Treasurer report-  
Motion: BM River made motion to accept treasure report, BM Cavallo 2nd –  
Treasurer report accepted
  
7. Executive Director “ED” Month in Review & Updates:
  - a. Snow Removal Follow Up: Clear Snow around garbage cans required
  - b. Art & Soul ArtWalk, Saturday, September 18<sup>th</sup>, 1pm – 5pm
  - c. Rotary Crab Feed will be showcasing and Highlighting Follies skits
  - d. Cassie was on panel for new police chief Randy Billingsly
  
8. Closed Meeting: Budget Discussion

MEETING ADJOURNED

**Next TDMA Meeting:  
Wednesday, March 3<sup>rd</sup>, 2021**