

MINUTES
TDMA Meeting of the Board of Directors
January 5, 2022

BOARD MEETING COMMENCED - 8:08 a.m.

Board Members in Attendance: 6

- 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

Board Members not in Attendance: 4

- Wrenn Cavallo- Tahoe Sports Hub
- Stefanie Olivieri- Cabona's
- 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

1. Call to Order – TDMA ED Hebel calls meeting to Order
2. Welcome
3. Public Comment:
 - a. BM Cat introductions :)
4. Presentations/Partner Updates:
 - a. Town of Truckee- Hilary Hobbs
 - Public Art Commission has it's first project on the new retaining wall and is excepting new applications.
 - Single-use foodware group meeting once a month
 - Discussion on short term rental cap with waiting times for permits after new home sale to limit desired use.
 - b. Truckee Chamber- Ruth Geresy
 - CA Welcome center is under staffed and looking for employees
 - Focusing on new residence with use of website and big life locals

- Good morning Truckee is still virtual on January 11th with “State of the Town” conversation.
 - TDMA will be featured in January edition of Chamber magazine
 - c. Visit Truckee-Tahoe- Colleen Dalton
 - Please pack your briefcase of patience post reached a larger audience
 - Working on graffiti clean up
 - Trying out a new hotel booking platform
 - Town discussion starting on Bike share partner and location
5. Committee Reports:
- a. Membership: 11 outstanding members
 - b. Beautification/Maintenance:
 - Downtown holiday lights will stay up until March. Small trees will come down soon.
 - Each merchant is responsible for their own garbage removal
 - c. Economic Vitality: Working with TAA
 - d. Marketing & Promotional:
 - Working on contract with moonshine ink
 - Cocktail Bingo coming up
6. Housekeeping Items:
- a. Oct 2021 minutes- Tabled to February meeting
 - 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) TDMA Grant Awards
 - b) Snow Removal Update-Alley & Sidwalk clearing was a challenge for everyone. Alley snow clearing happens about midnight after fresh snow falls.
 - c) Upcoming Events: Bingo March 12th, Truckee Follies, Art & Soul Aug 27th & Truckee Thursdays TBD
8. Closed Meeting

MEETING ADJOURNED

Next TDMA Board Meeting:

Wednesday, February 2nd, 2022