

**MINUTES**  
**TDMA Meeting of the Board of Directors**  
**Wednesday, January 8, 2020**

BOARD MEETING COMMENCED - 8:10 a.m.

Board Members in Attendance: 6

- Mike Preaseau- Cooking Gallery
- Michelle Erskine- Art Truckee
- Julie Huck- Gratitudes
- Alyssa Thomas Farina- T Club
- Heather River- Bespoke/Atelier
- Wrenn Cavallo- Tahoe Sports Hub

Board Members not in Attendance: 4

- Stefanie Olivieri- Cabona's
- Amy Norman- Bar of America
- Donna Wood- White Buffalo
- Melinda Brown- Mo, Jo & Zoe

TDMA Staff

- Cassie Hebel- TDMA ED
- Jen Larose- TDMA

TDMA Visitors in Attendance

- Ruth Geresy- Truckee Chamber
- Hilary Hobbs- Town Of Truckee

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment:
  - a. BM Erskine: Art Truckee/Erskine Photography now offering custom picture framing
  - b. BM Cavallo: The Station eatery is now open for breakfast at 7am Fri - Sun

#### 4. Presentations/Partner Updates

##### a. Town of Truckee: Hilary Hobbs

- Public Art Advisory Body: <https://www.townoftruckee.com/Home/Components/News/News/5972/21>

The Town is seeking representatives to serve on the new Public Art Advisory Body, which will be tasked with helping to develop the process and criteria, and future implementation of the Town's new public art program

- Housing program manager: For the first time, the Town will have a full time position dedicated to supporting the Town's housing efforts. More here:

<https://www.townoftruckee.com/Home/Components/News/News/5985/21>

- Revenue Measure For Housing advisory committee will consider the viability of a ballot measure to create a dedicated funding source for housing and will likely put a revenue measure on the November 2020 ballot that would increase Transient Occupancy Tax (paid by hotel and short term lodging guests) by 2% in order to provide a stable funding source to support housing programs.

##### b. Chamber of Commerce: Ruth Geresy

- Mixer at Kitchen Collab Wed, Jan 15th 5-7pm
- Good Morning Truckee: Reducing Wildfire threat

#### 5. Committee Reports

##### a. Membership

- At-A-Glance updated

##### b. Beautification/Maintenance

- Holiday trees have been taken down

##### c. Economic Vitality

- TDMA committee forming for feedback on the downtown specific plan

##### d. Marketing/Promotional

- TDMA will be featured quarterly in Moonshine Ink

#### 6. Housekeeping Items

##### a. December 2019 minutes-

Motion: BM Huck made motion to accept December minutes, BM Farina 2nd –

Vote: 6-0 December minutes  
adopted

#### 7. Executive Director ED Month in Review and Updates –

- a. Transit Center
  - Looking at more safety bus routes for next year, possible presentation from the town at February board meeting
- b. TOT-2% Special Tax-Specific for housing
- c. Board Retreat date-November 2020
- d. Truckee Follies- Kick off Follies Party
- e. Cocktail Bingo
  - No outside alcohol
- f. Truckee Thursdays, June 11<sup>th</sup> – August 20<sup>th</sup>, 2020
- g. Art & Soul ArtWalk, Saturday, Sept 12<sup>th</sup>, 2020

MEETING ADJOURNED – 9:00 a.m.

If you read these minutes your 2020 year will be magical and a unicorn will kiss you. .

**Next TDMA Meeting:  
Wednesday, February 5th, 2019**