

**MINUTES**  
**TDMA Meeting of the Board of Directors**  
**January 13, 2021**

BOARD MEETING COMMENCED - 8:10 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
- Julie Huck- Gratitudes

Board Members not in Attendance: 2

- Melinda Brown- Mo, Jo & Zoe
- Alyssa Thomas Farina- T Club

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

- Ruth Geresy- Truckee Chamber
- Hilary Hobbs- Town Of Truckee
- Kath Irwin- Riverside Studios
- Mary Guerra- Riverside Studios
- Patty Baird- Cedar House
- Doug Jones- Mnt Arts Collective

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:
    - Stay at home order was lifted and town is anticipating a busy weekend.
    - Vaccines are being distributed, available as early as next week at Sierra College.
    - Nevada County relief fund closed last week.
    - Town is looking for ways to continue maintaining local and private trails for community use

- b. Truckee Chamber:
    - PPE still available at CA welcome center
    - Good Morning Truckee Jan 13<sup>th</sup>, 2021 with Harry Weis and Stacy Caldwell, visit Truckee.com for link
  - c. Visit Truckee:
    - Weddings and corporate meetings are starting to inquire about summer events
    - Wallstreet journal released article on effects of Covid in Truckee.
5. Committee Reports:
- a. Membership report coming soon
  - b. Beautification/Maintenance:
    - Large tree came down
    - Selfie station staying up
    - Roof top lights staying on for Winter Wonderland
    - Trash talk about new bins continue
  - c. Economic Vitality:
    - Go Fund Me still up
  - d. Marketing & Promotional:
    - Marketing with social media & Moonshine (FB & Instagram), promoting who is open and their offerings and specials.
6. Housekeeping Items:
- a. January 2020 minutes-  
Motion: BM Olivieri made motion to adopt January minutes, BM Huck 2nd –  
Vote: 8-0 January minutes adopted
  - b. Treasurer report-  
Motion: BM Wood made motion to accept treasure report, BM Olivieri 2nd –  
Treasurer report accepted
7. Executive Director “ED” Month in Review & Updates:
- a. Stay-At-Home Order has been lifted, we’re back up to 25% capacity. Hair salons and gyms can re-open and restaurants can eat outside
  - b. Snow Removal Coop formed with 6 businesses participating
  - c. Grant Relief-Nevada County Relief Fund/CA Small Business Relief Fund: TDMA has applied and 26 businesses will receive funding
  - d. Business Town Hall will continue to communicate with town and provide information
  - e. TDMA Events: Truckee Thursdays, Art & Soul & Bingo hoping to move forward and take place at their normal dates in 2021
  - f.

MEETING ADJOURNED

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