

**MINUTES**  
**TDMA Meeting of the Board of Directors**  
**June 2, 2021**

BOARD MEETING COMMENCED - 8:07 a.m.

Board Members in Attendance: 9

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

Board Members not in Attendance: 1

- Melinda Brown- Mo, Jo & Zoe

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

- Ruth Geresy- Truckee Chamber
- Hilary Hobbs- Town of Truckee
- Kevin Murphy-
- Chris Hoff- Barracuda Golf Tournament

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment: None
4. Presentations/Partner Updates:
  - a. Town of Truckee:
    - Truckee collective: New community group with focus on shopping local and volunteer opportunities.
  - b. Truckee Chamber:
  - c. Visit Truckee-Tahoe: "Sustainable Truckee" is a community Road map to sustainability and tourism management. Sustainable Truckee is how we demonstrate our actions that convey our community values. We believe that visitors want to bring a positive change and try to make ethical choices. Our goal it to seek travelers who how the mind set of locals and preserve our landscape. Please explore our new website.
  - d. Barracuda PGA Tournament-Kevin Murphy and Chris Hoff gave presentation and update on current status of Barracuda tournament Aug 5<sup>th</sup> – 8<sup>th</sup>

- 501c3 changed location in 2020 to Old Greenwood, aired live on golf channel

5. Committee Reports:

- a. Membership: gained new members, Tahoe Star Hotel new member and 1882 re-joined
- b. Beautification/Maintenance: Liter core pickup day once a month mid week (thinking Wednesdays)
  - Covid Memorial Ceremony and art work installation at Victory Plaza June 17<sup>th</sup> 1pm
- c. Economic Vitality: TAA will be providing art to honor victims of Covid
- d. Marketing & Promotional: TDMA is working with Moonshine Ink, Sierra Sun, and KTKE. Jen is still working remotely with TDMA for now.

6. Housekeeping Items:

- a. May 2021 minutes-  
Motion: BM Wood made motion to adopt May minutes, BM Olivieri 2nd –  
Vote: 9-0 May minutes adopted
- b. Treasurer report-  
Motion: BM Cavallo made motion to accept treasure report, BM Norman 2nd –  
Treasurer report accepted

7. Executive Director “ED” Month in Review & Updates:

- a. K-Rails discussion
- b. Truckee Day-Saturday, June 5th
- c. Truckee Thursdays: July 15<sup>th</sup>, August 12<sup>th</sup> & September 9<sup>th</sup>
- d. Art & Soul ArtWalk September 18<sup>th</sup> HistoricTruckee.com
- e. Truckee Follies are starting to prepare for 2021
- f. Last Meeting for the Summer!

8. Closed Meeting:

MEETING ADJOURNED

**Next TDMA Meeting:**

**Wednesday, Sept 1<sup>st</sup>, 2021**