

MINUTES
TDMA Meeting of the Board of Directors
June 1, 2022

BOARD MEETING COMMENCED - 8:07 a.m.

Board Members in Attendance: 8

- Mike Preaseau- Cooking Gallery
- Amy Norman- Bar of America
- Julie Huck- Gratitudes
- Heather River- Bespoke/Atelier
- Michelle Erskine- ME Entertainment
- Wrenn Cavallo- Tahoe Sports Hub
- Stefanie Olivieri- Cabona's
- Donna Wood- White Buffalo

Board Members not in Attendance: 1

- Alyssa Thomas Farina- T Club

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

- Hilary Hobbs- Town of Truckee
- Ruth Geresy- Truckee Chamber
- Mitch Clarin- Truckee Rotary

1. Call to Order – TDMA ED Hebel calls meeting to Order
2. Welcome
3. Public Comment:
 - a. No Comments
4. Presentations/Partner Updates:
 - a. Town of Truckee- Hilary Hobbs
 - Sat 19th Truckee Day sign up in advance on TruckeeDay.com with town BBQ
 - Clean Tahoe continues year round cleaning project
 - Two new transportation systems: “Truckee Connect” on-demand, Micro transit pilot program. 10am – 10pm and new docked bike share station with membership or day passes.
 - Town has changed it’s emergency alert system to “Code Red”. Alerts and notifications by area.
 - General Plan workshop update June 9th outside Town Hall
 - b. Truckee Chamber- Ruth Geresy
 - July 4th parade, First mixer in two years with 4 ribbon cuttings
 - Tahoe Mountain Realty at Northstar June 2nd and Palisades Bluesdays June 14th

- c. Mitch Clarin – Truckee Rotary
 - Welcome to Truckee Signage - Rotary is resurrecting signage project with 3 locations determined
 - Discussion about including way finding signs

Motion: BM Norman made motion in favor of the Welcome signs, BM Wood 2nd –

Vote: 8-0

5. Committee Reports:

- a. Membership: TDMA membership continues to grow
- b. Beautification/Maintenance:
 - Sidewalks will be power washed this month
 - Truckee Day Clean up
- c. Economic Vitality: Partnerships continues with Truckee Arts Alliance, Town, Chamber and many other organizations.
- d. Marketing & Promotional:
 - Marketing & Promotional: Tahoe Weekly, Moonshine Ink, KTKE

6. Housekeeping Items:

- a. Feb 2022 minutes -

Motion: BM Huck made motion to accept Feb 2022 minutes, BM Olivieri 2nd –

Vote: 8-0 November minutes accepted

Heather Abstains 7BM & 1BM

- b. Treasurer report- BM Hebel

Motion: BM Huck made motion to adopt treasure report, BM Wood- 2nd –

Treasurer report adopted

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

- a. Truckee Follies – Mitch Clarin
 - Show has really evolved with writing, staging, lighting & production
 - Continue with online ticket sales
 - Conversation about adding a second weekend
- b. Truckee Thursdays Update – ED Cassie Hebel
 - Sponsorships are up
 - 16 food vendors, 90 artisan, 15 commercial, 10 non-profit vendors
 - Shuttle is up and running
- c. Art & Soul Art Walk
 - A community event Aug 27th 1-5pm

8. Closed Meeting

MEETING ADJOURNED

Next TDMA Board Meeting:

Wednesday, Sept 7, 2022