

MINUTES

TDMA Meeting of the Board of Directors March 3, 2021

BOARD MEETING COMMENCED- 8:05 a.m.

Board Members in Attendance : 8

- Mike Preaseau- Cooking Gallery
- Michelle Erskine- Art Truckee/ME Entertainment
- 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
- Jen Larose

TDMA Visitors in Attendance

- Ruth Geresy- Truckee Chamber
- Hilary Hobbs- Town Of Truckee
- Patty Baird- Cedar House
- Kai Frolich

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment:
 - a. Letter from Troy Corliss sharing his experience with customers and mask wearing: some understanding and some not so nice.
 - b. Said goodbye to Jen Larose before she moves away. Jen will stay on as social media coordinator for a while after move.
4. Presentations/Partner Updates:
 - a. Town of Truckee: Outdoor dining update
 - b. Truckee Chamber:
 - Good Morning Truckee welcomes new town council members
 - Outdoor dining guide available online

- New residence focus group
 - Sara Smith prints available in CA Welcome Center
 - Meeting scheduled to address homeless in downtown
- c. Visit Truckee:
- February booking patterns were up, and March is building strong with sold out weeks. Travel trends are changing with more bookings on Sundays.
 - TBID is now Visit Truckee Tahoe
5. Committee Reports:
- a. Membership: memberships are coming in slowly and lost a few because of Covid
 - b. Beautification/Maintenance: "Talk Trash" committee report given on new bins and burned building behind Cooking Gallery
 - c. Economic Vitality:
 - d. Marketing & Promotional: Jenn is leaving and she will be replaced at some point, but will currently be working remotely. TDMA will participate in "Think local" piece in Moonshine ink
6. Housekeeping Items:
- a. February 2021 minutes-
Motion: BM Wood made motion to adopt February minutes, BM Cavallo 2nd –
Vote: 8-0 February minutes adopted
 - b. Treasurer report-
Motion: BM Olivieri made motion to accept treasure report, BM Huck 2nd –
Treasurer report accepted
7. Executive Director "ED" Month in Review & Updates:
- a. Summer Outside Dining Discussion feedback:
 - Mixed review on K-rail barriers
 - Majority voted No on designated food pickup spots
 - b. Truckee Thursdays Update: Applications are live with a lot of interest
 - c. Winter Wonderland Update: Decorations and selfie station will remain up until March 31st
 - d. Art & Soul ArtWalk, Saturday, September 18th, 1pm – 5pm
 - e. Rotary Crab Feed will be showcasing and Highlighting Follies skits
8. Closed Meeting: Budget Discussion

MEETING ADJOURNED

Next TDMA Meeting:

Wednesday, April 7th, 2021