**MINUTES**

**TDMA Meeting of the Board of Directors**

**Wednesday, May 2nd, 2018**

BOARD MEETING COMMENCED - 8:05 a.m.

Attendance: Board Members – highlighted in yellow 10 Board Members in Attendance

* Donna Wood- White Buffalo
* Heather River- Atelier
* Stefanie Olivieri- Cabonas
* Mike Preaseau- Cooking Gallery
* Wrenn Cavallo- Tahoe Sports Hub
* Amy Norman- Bar of America
* Michelle Erskine- Erskine Photography
* Alyssa Thomas Farina- T Club
* Joanne Pohler- Stained Glass
* Julie Huck- Gratitudes
* Cassie Hebel- TDMA ED
* Andie Keith- Word After Word Books
* Mary Guerra – Riverside Studios
* Hilary Hobbs- Town of Truckee
* Ruth Geresy- TDCOC
* Megan Hines- TDCC
* Jen LaRose- TDMA
* Rachel Elste- Bike Truckee
* Valerie Greaves- Balance Holistic Health
* Dean Levonian- Elevation Hoops/Inn on High St.
* Melinda Brown- Mo, Jo & Zo

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment:
   1. Bike Truckee is now open again for business, for daily and multi-day rentals, with the addition of electric bikes
   2. Balance Holistic Health is currently doing $45 facials with a peel for both men and women.
4. Presentations/Partner Updates
   1. Town of Truckee – Hilary Hobbs
      1. Town of Truckee is starting a general plan update for the next 20 years.
         * A general plan advisory committee is being formed and applications are available.
   2. Chamber of Commerce – TDCOC Ruth Geresy
      1. Grand Marshal will be Stephanie Olivieri
      2. May 31st Knowledge Bites: Deep dive into social media 2:30-5pm
   3. Brisbon/Akers Crew presentation
5. Committee Reports
   1. Membership
      1. Casa Baeza is new TDMA member
   2. Beautification / Maintenance
      1. Mike is working to set 8 hours back to 4 hours.
   3. Econ Vitality
      1. Are the new bulbs okay? Julie needs feedback on new LED warm bulbs placed in front of Gratitudes.
   4. Mktg & promo
      1. TDMA is showcasing philosophy, a new downtown bar.
      2. Marketing has started for Art and Soul and Truckee Thursdays.
      3. Website is transferring to Square Space, interior photos needed.
6. Housekeeping Items
7. Treasurer report-

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

Vote: 10-0 Treasurer Report Accepted

* March minutes-

Motion: BM River made motion to accept Minutes from April 2018 Board Meeting, BM Norman 2nd

Vote: 10-0 Minutes Adopted

1. Executive Director ED Month in Review and Updates – ED Hebel discussed the following:
   1. Event Update: Truckee Follies; Truckee Thursdays; Art & Soul
      1. Follies: “Base Camp For a High Life” April 26th – 28th
         * $86,000 collected from Follies
         * $55 - $58,000 in profit made
         * Cassie: Thank you for all your efforts! Mitch, Kane and Aimee will come back next year with some mentoring for possible new director/producer.
      2. Truckee Thursdays [www.truckeethursdays.com](http://www.truckeethursdays.com)
         * Food court applications are in with lots of variety
         * Town Public Works Department is no longer running the road closures, but renting out their equipment to the TT event.
         * “Keep Truckee Green” is possible sponsor for new recycling program.
         * TT band line up complete.
         * Still looking for sponsors, Presenting sponsor is an opportunity for service related businesses to have a booth.
      3. Art & Soul
         * Looking for food and alcohol stops. TTSM may be non-profit partner
   2. Business Speaks
      1. A good turn out with a “Grow your own” and entrepreneurial ecosystem themes.
      2. Sierra college is working with local business owners on internships.

MEETING ADJOURNED – 9:00 a.m.

**Next TDMA Meeting:**

**Wednesday, June 6th, 2018**