

MINUTES
TDMA Meeting of the Board of Directors
May 5, 2021

BOARD MEETING COMMENCED - 8:07 a.m.

Board Members in Attendance: 8

- 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

Board Members not in Attendance: 2

- Melinda Brown- Mo, Jo & Zoe
- Julie Huck- Gratitudes

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

- Ruth Geresy- Truckee Chamber
- Patty Baird- Cedar House
- Coleen Dalton- Visit Truckee

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment:
 - a. BM River: Heather expressed concerns about Bespoke's former location and how buildings are leased out in downtown.
4. Presentations/Partner Updates:
 - a. Town of Truckee:
 - Truckee collective: New community group with focus on shopping local and volunteer opportunities.
 - Museum of Truckee History will be opening this weekend May 8th, 2021
 - b. Truckee Chamber:
 - Masks and hand sanitizer provided at CA Welcome Center
 - Focus groups formed with new residence & Truckee job collective is gaining traction.

- c. Visit Truckee-Tahoe: “Sustainable Truckee” is a community Road map to sustainability and tourism management.
 - Truckee Trail Host ambassador program
 - Truckee Trailhead Signage Program
 - Sustainable Truckee- Outdoor Recreation Collaborative (STORC)
5. Committee Reports:
 - a. Membership: Dues owed have been pushed to October.
 - b. Beautification/Maintenance: Sidewalk cleaning on May 11th.
 - 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. April 2021 minutes-
Motion: BM Olivieri made motion to adopt April minutes, BM Norman 2nd –
Vote: 8-0 April minutes adopted
 - b. Treasurer report-
Motion: BM Cavallo made motion to accept treasure report, BM Wood 2nd –
Treasurer report accepted
7. Executive Director “ED” Month in Review & Updates:
 - a. Truckee Jobs Collective Job Fair-May 13th 12-4pm
 - b. Use of Outdoor Space looking good with tents and k rails coming early June
 - c. Trash Cans-Compactors Update
 - d. Event Updates:
 - Truckee Thursday planning committee is meeting, but on standby and opening date TBD
 - e. Homeless (Unhoused people) relocated to the veteran’s hall day shelter. Warming shelter is now closed for the summer.
8. Closed Meeting:

MEETING ADJOURNED

**Next TDMA Meeting:
Wednesday, June 2nd, 2021**