

MINUTES
TDMA Meeting of the Board of Directors
November 4, 2020

BOARD MEETING COMMENCED - 8:04 a.m.

Board Members in Attendance: 8

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

Board Members not in Attendance: 2

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

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

- Ruth Geresy- Truckee Chamber
- Hilary Hobbs- Town Of Truckee
- Jen Callaway- Truckee Town Manager
- Kath Irwin- Riverside Studios
- Mary Guerra- Riverside Studios
- Patty Baird- Cedar House
- Colleen Dalton- Visit Truckee Tahoe
- Doug Jones- Mnt Arts Collective

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment:
 - a. BM Cavallo promotes Kidzone fundraiser on Thur, Nov 12th
4. Presentations/Partner Updates:
 - a. Town of Truckee Update- Hilary Hobbs
 - New town manager, Jennifer Callaway hits the ground running
 - Town is moving forward with new housing programs and new ordinance addressing short term rentals, noise and parking.

- Still waiting on the results for the three council seats
 - Veteran’s Day celebration is virtual Nov 11th
 - Winter Wonderland focus is on the downtown enjoyment in a safe way, supporting restaurants. \$400,000 grant received specifically for downtown.
- b. Truckee Chamber Update- Ruth Geresy
- Chamber awards video at TruckeeAwards.com
 - Good Morning Truckee is going virtual in Dec
5. Housekeeping Items:
- a. October 2020 minutes-
Motion: BM Olivieri made motion to accept October minutes, BM Norman 2nd –
Vote: 8-0 October minutes adopted
- b. Treasurer report-
Motion: BM Farina made motion to accept treasure report, BM River 2nd –
6. Executive Director “ED” Month in Review & Updates:
- a. Historic Downtown Truckee “Winer Wonderland”
- Restaurant Resiliency Grant: \$400,000, Up to \$25,000 per business to winterize for outdoor dining
 - Expanding lighting in downtown, West River St.
 - Snow removal collaboration
- b. Historic Downtown Truckee Resilience Campaign: Please share Go Fund Me campaign through Dec 25th
- c. Downtown Holiday Festival & Bud Fish Tree Ceremony Nov 20th
- Festival and tree lighting will look differently this year!
 - Rory & Dan will broadcast lighting
 - No actual event
 - Selfie Boards created by Nancy Holiday and Sara Smith
- d. PPE Update: Masks and sanitizer available at CA Welcome Center
- e. Marketing Update: Print ads with Moonshine
- f. Membership
- Deferred payments are being collected
- g. Follies postponed until 2022

MEETING ADJOURNED

**Next TDMA Meeting:
Wednesday, December 2, 2020**