

MINUTES
TDMA Meeting of the Board of Directors
Oct 6, 2021

BOARD MEETING COMMENCED - 8:05 a.m.

Board Members in Attendance: 9

- Wrenn Cavallo- Tahoe Sports Hub
- Amy Norman- Bar of America
- Stefanie Olivieri- Cabona's
- Alyssa Thomas Farina- T Club
- Melinda Brown- Mo, Jo & Zoe
- Julie Huck- Gratitudes
- Heather River- Bespoke/Atelier
- Donna Wood- White Buffalo
- Michelle Erskine- ME Entertainment

Board Members not in Attendance: 1

- Mike Preaseau- Cooking Gallery

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

- Hilary Hobbs- Town of Truckee
- Colleen Dalton- Cedar House

1. Call to Order – TDMA ED Hebel calls meeting to Order
2. Welcome
3. Public Comment:
 - a. BM Olivieri: Voiced concerns about managing food trucks and the effect it has on other businesses downtown.
4. Presentations/Partner Updates:
 - a. Friends of the Library: No Report
 - b. Town of Truckee:
 - Reaching out to restaurants with dining in the right of way to continue through the Winter , none with platforms are interested in continuing use.
 - Public Art Commission considered doing an art installation on the new Brockway project. Innovate Gateway project, Oct 28th will be meeting on the climate portion of the general plan.
 - Street scape project might move to 2023.
 - c. Truckee Chamber: No Report
 - d. Visit Truckee-Tahoe:

- short term rental at an all time high record, looking at and evaluating current vision statement, beliefs and values.
- Possible hospitality and sustainability training for businesses.

5. Committee Reports:

- a. Membership: Waiting for Sept and Oct renewals
- b. Beautification/Maintenance: Spending about \$22-23,000 in lighting downtown for the holiday season
- c. Economic Vitality: No report
- d. Marketing & Promotional

6. Housekeeping Items:

- a. September 2021 Minutes
- b. Treasurer report-

7. Executive Director "ED" Month in Review & Updates:

- a) Event Update:
 - a. Halloween-Trick or Treat Friday Oct 28th 4-7pm,
 - b. Downtown Holiday Festival, A very casual event with tree decorating and caroling
 - c. Truckee Follies are April 27th – April 30th
- b) Alibi Ale Works, October 7th 6-8pm-10% event proceeds go to TDMA!
- c) Multiple TDMA Grant Opportunities being applied for
- d) Outdoor Dining extended through Oct. 31st
- e) Veterans Week-November 6-14th, 2021

8. Closed Meeting

Next TDMA Board Meeting:

Wednesday, December 1st, 2021