

# MINUTES

## TDMA Meeting of the Board of Directors

Wednesday, October 7, 2020

BOARD MEETING COMMENCED - 8:06 a.m.

Board Members in Attendance: 10

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

Board Members not in Attendance: 0

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

- Ruth Geresy- Truckee Chamber
- Hilary Hobbs- Town Of Truckee
- Kath Irwin- Riverside Studios

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment:
  - a. None
4. Presentations/Partner Updates:
  - a. Truckee Town Council Candidates: Marcy Dolan & Frank Bernhard
    - Marcy Dolan: Former business owner, bridging the gap between the “Us vs Them” mentality and is also a local volunteer in the community.
    - Frank Bernhard: Focused on pandemic recovery, looking at short term and long term plans. Education and promotion of “Truckee is home” theme
  - b. Town of Truckee Update- Hilary Hobbs
    - New town manager, Jennifer Calaway starting end of October

- Town is moving forward with new housing programs and new ordinance addressing short term rentals, noise and parking.
  - Three council seats open with election day Nov 3<sup>rd</sup>.
  - Measure K wants to raise occupancy tax 10% -> 12%
- C. Truckee Chamber Update- Ruth Geresy
- Chamber is working on a new plan to integrate new residence
5. Housekeeping Items:
- a. September 2020 minutes-  
Motion: BM Olivieri made motion to accept September minutes, BM Norman 2nd –  
Vote: 10-0 September minutes adopted
- b. Treasurer report-  
Motion: BM Farina made motion to accept treasure report, BM Cavallo 2nd –
6. Executive Director “ED” Month in Review & Updates:
- a. Historic Downtown Truckee “Winer Wonderland” Update: TDMA’s Role and Outdoor Dining Restaurant Resiliency Grant:
- \$400,000, Up to \$25,000 per business to winterize for outdoor dining
  - Expanding lighting in downtown, West River St.
- b. Historic Downtown Truckee Resilience Campaign: Please share Go Fund Me campaign through Dec 25th
- c. Downtown Holiday Festival & Bud Fish Tree Ceremony
- Festival and tree lighting will look differently this year!
  - Rory & Dan will broadcast lighting
  - No actual event
  - Schools will still decorate trees by appt in small groups
- d. Trash Compactor pilot program: Looking at different colors, size & models
- e. PPE Update: Masks and sanitizer available at CA Welcome Center
- f. Marketing Update: Print ads with Moonshine
- g. Membership
- Deferred payments are being collected
- h. GPAC: business and community at large seats open

MEETING ADJOURNED

**Next TDMA Meeting:  
Wednesday, November 4, 2020**