

MINUTES
TDMA Meeting of the Board of Directors
Sept 1, 2021

BOARD MEETING COMMENCED - 8:05 a.m.

Board Members in Attendance: 7

- Mike Preaseau- Cooking Gallery
- Michelle Erskine- ME Entertainment
- Wrenn Cavallo- Tahoe Sports Hub
- Amy Norman- Bar of America
- Stefanie Olivieri- Cabona's
- Alyssa Thomas Farina- T Club
- Melinda Brown- Mo, Jo & Zoe

Board Members not in Attendance: 3

- Donna Wood- White Buffalo
- Alyssa Thomas Farina- T Club
- Heather River- Bespoke/Atelier

TDMA Staff

- Cassie Hebel- TDMA ED

TDMA Visitors in Attendance

- Ruth Geresy- Truckee Chamber
- Hilary Hobbs- Town of Truckee
- Patty Baird- Cedar House
- Louise Zabriskie- Friends of the Library
- Kathleen Eagan- Friends of the Library

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment: None
4. Presentations/Partner Updates:
 - a. Friends of the Library:
 - Presentation on scope of new library project and purpose. The new library would serve our entire community with an estimated cost of \$25 million. Visit TruckeeFol.org
 - b. Town of Truckee:
 - Friends of the Library is an important priority for the town of Truckee.
 - Not sure what to expect this Labor day weekend with smoke concerns and rise in Covid cases.
 - Town signed contract with new business, Clean Tahoe for trash and recycle pickup.

- Truckee Litter corps Sept meet-up Wed 9/7 5:30-7pm at Donner Lake, Little Truckee Ice Creamery
 - Possible planned power outages during red flag days
 - Housing ribbon cutting Oct 1st 3-5pm downtown at Artist Lofts
 - Outdoor dining platforms looking into extending expiration date through end of December.
- c. Truckee Chamber:
- New website recently launched to represent Truckee.
 - Sept GMT prepares for Delta Variant
 - Awards dinner at Truckee airport
- d. Visit Truckee-Tahoe:
- First two weeks of August were strong until the fires started, resulting in 50% of Labor Day weekend bookings to cancel.
 - Truckee Travel alert page provides updates on road closures, air quality readings/forecasts, power outages and more.
5. Committee Reports:
- a. Membership: Supporting and promoting members with most dues pushed to the fall.
- b. Beautification/Maintenance: Holiday lighting estimate TBD
- c. Economic Vitality:
- d. Marketing & Promotional:
- TDMA continues to promote in Moonshine Ink and will start a go-fund-me for downtown lighting.
 - New social media person working about 5 hours a week
6. Housekeeping Items:
- a. June 2021 minutes-
Motion: BM Huck made motion to adopt June minutes, BM Cavallo 2nd –
Vote: 7-0 June minutes adopted
- b. Treasurer report- none
Motion: none
7. Executive Director “ED” Month in Review & Updates:
- a. Event Update:
- Truckee Thursdays was a big success with last event cancelled.
 - Art & Soul and Bingo cancelled
 - Downtown Holiday Festival Nov 19th, 2021
 - Truckee Follies: April 2022
- b. CA Relief Grant Due September 10th
- c. Outdoor Dining discussion about extending expiration date
- d. Veterans Week-November 6-14th, 2021

MEETING ADJOURNED

**Next TDMA Meeting:
Wednesday, Oct 6th, 2021**