**MINUTES**

**TDMA Meeting of the Board of Directors**

**Wednesday, June 6th, 2018**

BOARD MEETING COMMENCED - 8:05 a.m.

Attendance: Board Members – highlighted in yellow 10 Board Members in Attendance

* Donna Wood- White Buffalo
* Lisa Haley- Ela Chapman
* Stefanie Olivieri- Cabonas
* Mike Preaseau- Cooking Gallery
* Wrenn Cavallo- Tahoe Sports Hub
* Amy Norman- Bar of America
* Michelle Erskine- Art Truckee
* Alyssa Thomas Farina- T Club
* Joanne Pohler- Stained Glass
* Julie Huck- Gratitudes
* Cassie Hebel- TDMA ED
* Andie Keith- Word After Word Books
* Hilary Hobbs- Town of Truckee
* Ruth Geresy- TDCOC
* Megan Hines- TDCC
* Jen LaRose- TDMA
* Rachel Elste- Bike Truckee
* Melinda Brown- Mo, Jo & Zo
* Greg Zirbel- T.D.H.S.
* Carol Meagher- Kidzone Museum
* Alicia Barr- FiftyFifty Brewing Co.
* Judy Price- Town of Truckee
* Efvain Nevarez- Casa Baeza

1. Call to Order – Board Member Preaseau calls meeting to Order
2. Welcome
3. Public Comment:
   1. FiftyFifty opened a new production facility
   2. Truckee Love moved into Ela Chapman loft
4. Presentations/Partner Updates
   1. Town of Truckee – Judy Price
      1. 25th Anniversary party will be held at West End Beach on Sat, Sept 8th 11am – 4pm
         * New town photo and entertainment by Richard Blair and the Burm Brothers
   2. Town of Truckee – Hilary Hobbs
      1. Introducing a new opportunity to engage with town management on Thur, June 28th 4-5:30pm at Philosophy
   3. Chamber of Commerce – TDCOC Ruth Geresy
      1. Business Speak: Truckee Connects Project and Infrastructure projects
      2. Thank you to TDMA sponsorship for July 4th parade
   4. Kidzone- Carol Meagher
      1. Kidzone is growing with a large bay area visitation and is looking for a new home
5. Committee Reports
   1. Membership
      1. Philosophy and Jack and Emmy are new TDMA members
   2. Beautification / Maintenance
      1. Truckee cleanup day was June 2nd
      2. Lights: BM Huck is pursuing a new softer light bulb.
   3. Econ Vitality
      1. TDMA is working with Business Speaks
   4. Mktg & promo
      1. Moonshine Ink will publish a full page about Art & Soul
      2. Jen is running promotions on Facebook and Instagram
6. Housekeeping Items
7. Treasurer report-
   * 1. Included was an extra Follies report – profit margin 20% up from 2016

Motion: BM Olivieri made motion to accept treasure report, BM Wood 2nd –

Vote: 10-0 Treasurer Report Accepted

* May minutes-

Motion: BM Olivieri made motion to accept Minutes from May 2018 Board Meeting, BM Wood 2nd

Vote: 10-0 Minutes Adopted

1. Executive Director ED Month in Review and Updates – ED Hebel discussed the following:
   1. Events: Truckee Thursdays, Art & Soul ArtWalk
      1. Truckee Thursdays [www.truckeethursdays.com](http://www.truckeethursdays.com)
         * Rack cards are ready and will be inserted into Moonshine Ink.
         * Town Public Works Department is no longer running the road closures, but renting out their equipment to the TT event.
         * Big group of new staff
         * All buses will move to new dirt lot
      2. Art & Soul Sat, Sept 15th 1-6pm
         * Committee is starting to meet on Mondays
         * $100 to be a stop, alcohol and food are added ala carte.
   2. Business Speaks
      1. A good turn out with a “Grow your own” and entrepreneurial ecosystem themes.
      2. Sierra college is working with local business owners on internships.
   3. Non-Smoking Survey coming soon
   4. Arts Master Plan Workshop June 13th 5:30 – 7pm

MEETING ADJOURNED – 9:17 a.m.

**Next TDMA Meeting:**

**Wednesday, Sept 5th, 2018**