

**Truckee Downtown Merchants Association  
Board of Director Meeting Minutes  
Wednesday, December 7, 2016  
Cedar House, Truckee**

In attendance: Board Members Amy Norman, Bill Haley; Stefanie Olivieri, Mike Preaseau, Michelle Erskine, Lisa Burns, JoAnne Pohler, and Executive Director, Cassie Hebel

Absent: Alyssa Thomas Farina; Julie Huck; Heather River; and Donna Wood

Guests: Chelsea Walterscheid, TDMA; Tony Lashbrook, Town of Truckee; Ruth Geresy, Truckee Chamber of Commerce; Natasha Wiseman, Tahoe Oil & Spice; Maggie Hargrave, Gallery 5830'; Andie Keith, Word After Word Books; and Ashlee Peterson, California 89

1. Call To Order -- Mike Preaseau
2. Welcome & Introductions
3. Public Comment -- Cassie Introduced Andee Keith as the new owner of Word After Word Books, soon to be open on Commercial Row.
4. Presentation / Partner Updates
  - a. Town of Truckee; Tony Lashbrook
    - i. Announced New Year's Shuttle from December 26 - New Year's Eve. Total cost \$65,000; TOT covering half with Northstar and Squaw covering the other half. Tony thanked TDMA and its members for the monetary contribution toward the shuttle.
    - ii. Announced Hilary Hobbs to replace Alex Terrazas as a Management Analyst. She will work primarily with Economic Development; Tony noted that TDMA is a big economic partner with the TOT.
    - iii. Parking enforcement is gearing back up.
    - iv. The road construction/parking additions/streetscape in Brickelltown cost \$1.5 million. The Town is looking to solidify the acquisition of a large lot downtown for additional parking; also looking at purchasing easements at the improvement areas, including the Fire Station lot; looking into West River Street lot.
    - v. Development of the old County Corp Yard back on the books and will be put out to public process.
    - vi. Railyard Master Plan approved; artist lofts not yet approved. The card lock gas station has been removed. Holiday still needs an agreement with UP showing he can grant an easement to the TOT for parking -- which is critical to the project. The Beacon Lot will still need to be discussed (currently free public parking) as a large portion of it sits on Holiday property.

- vii. Coburn's Crossing: 114 lodging units plus 137 apartments (no short term) proposed on the old Barcell Lot adjacent to the cemetery and 89 N. Owned by Marriott, TOT highly suggested that the property include affordable housing.
      - 1. Stefanie asked if language was secured to guarantee the apartments are kept for local, non-short term rentals.
      - 2. Amy inquired about low-income housing, Tony confirmed that a percentage would be low-income.
      - 3. Cassie noted that TDMA is concerned about parking and how overflow might affect Downtown; Tony confirmed a parking management plan is in the works.
      - 4. Stefanie noted that the community needs to start embracing public transportation options with the deep need for more parking downtown.
    - viii. David Tierman and Jessie Abrams will be sworn in as new Council members replacing Joan Jones and Alicia Barr.
  - b. Chamber of Commerce; Ruth Geresy
    - i. 50 Shop Local cards were turned in on Black Friday.
- 5. Committee Reports
  - a. Membership -- Cassie reported on existing and new members.
  - b. Beautification
    - i. Town is lit up beautifully for the holidays.
    - ii. Jibboom Street Parking: Cassie is working with insurance company to cover the lot for the winter; in negotiations with two snow removal companies; and asking downtown merchants to donate money toward the cost of keeping the lot open.
  - c. Marketing and Promotion
    - i. Cassie is looking into switching TDMA community pages from Sierra Sun to Moonshine Ink and including more advertising pieces. Will report more after scheduled meetings with both papers.
- 6. Organization & Housekeeping Items
  - a. Treasurer's Report: Stefanie moved to accept the minutes as submitted; Amy seconded; all in favor; motion passes.
  - b. Minutes: October, 2016 -- Amy moved to accept minutes as written, JoAnne seconded; all in favor; motion passes.
- 7. Executive Director Reports & Updates -- Cassie Hebel
  - a. Board Retreat outcome report was emailed to the Board.
  - b. Holiday Shuttle: to date, \$3,000 was raised by TDMA businesses.
  - c. Walking Tour Map: proofing in the works.
  - d. Festive Fridays: 6 ABC licenses approved for 12/2; 2 approved for 12/16. Maggie asked if there was a printout of what all businesses are doing on the three nights. Chelsea will print something up and distribute downtown.

- e. Pacific Fine Arts: Did not do well this year, will not be holding an event in Truckee in 2017 unless a date in August can be secured. Cassie to discuss further with the event manager.

Meeting Adjourned at 9:16 AM

Next TDMA Board Meeting:  
Wed. January 4, 2017, 8-9:00 AM | Board only closed meeting 9-10:00 AM  
Cedar House, Truckee