

**Truckee Downtown Merchants Association
Board of Director Meeting Minutes
Wednesday, February 3, 2016
Cedar House, Truckee**

In attendance: Board Members, Bill Haley, Heather River, Amy Norman, Stefanie Olivieri, Alyssa Thomas, Donna Wood, Mike Preaseau, JoAnne Pohler and Executive Director, Cassie Hebel

Absent: Tom Farina, Julie Huck

Guests: Michelle Erskine, Michelle Erskine Photography; Carla Beebe, Tom Beebe Fine Woodworking; Jody Poe and Shelley Nielsen, Tahoe.com; Jason Spurnit, California 89; Alex Terrazas, Town of Truckee; Chelsea Walterscheid, TDMA

1. Call To Order -- Mike Preaseau
2. Welcome & Introductions -- Cassie Hebel
3. Public Comment -- Carla Beebe asked the TDMA to consider a monetary donation to the 2016 TOAST event. She reported the tour as one of the fastest trending art tours. They are raising money through sponsorships, artisan participation fees and selling ad space in the guide book. Carla has been working with Cass and the Art & Soul event to show a partnership in art-related events in town. She has booked 3 big-name artists who bring followers with them, along with 24 local artists.
4. Presentation / Partner Updates
 - a. Town of Truckee: Alex Terrazas
 - i. Feb. 16 Council and Community joint meeting and public workshop building designs.
 - ii. Good Morning Truckee -- Tues, Feb. 9; EDON speaker.
 - iii. Reported a new way to track snow removal through truckee511, a link on town website.
 - iv. Requested a date for Truckee Thursdays meeting
 - v. Trash bins in the back alley have been back-burnered until the Town hires a new recycling coordinator.
 - b. Tahoe.com: Jody Poe
 - i. Jody presented the company and its advertising options to the Board. Tahoe.com is a destination website that features all things to do in the Tahoe / Truckee region. 70% of its current traffic is pre-planning/out of area. They currently have 2 million page views per year with the projection of 6 million soon. TDMA members can pay \$200/month (special for members) that will include advertising, updates and specials, discounts on rate card and the TDMA will have its own page featuring TDMA members. Tahoe.com staff does all the updates inhouse.

5. Committee Reports

- a. Membership --
- b. Beautification -- Alyssa and Cass to set up a meeting with Alex to discuss the amount of cash the TDMA spends on the downtown core (\$30,000 annually). TDMA would like to see the Town take on some of the costs.
- c. Economic Vitality -- Alyssa and Cass to meet with Chamber to see where TDMA stands with its members on the new truckee.com page; how will TDMA be represented? They will also discuss the \$160,000 out-of-area marketing money of which \$20K is earmarked for local events.
- d. Marketing and Promotion --
 - i. Follies advertisements moving along
 - ii. Bingo needs donations from local merchants for prize and raffle table. Board members asked to donate a bottle of wine for the wine basket
 - iii. Art & Soul in planning stages

6. Organization Housekeeping Items

- a. Treasurer's Report: On file. January report missing figures, will correct and approve at March Board Meeting.
- b. Minutes: January, 2016 -- Donna moved to accept minutes as written, Amy seconded; motion passes.

7. Executive Director Reports & Updates -- Cassie Hebel

- a. Board Retreat scheduled for October 5, 2016; working on goals priority for meeting. Amy moved to schedule a Board Retreat for October 5th, 2016, Bill seconded; motion passes.
- b. Shop Local -- Final figures: Truckee revenue \$181,700, which was a 20K increase for Truckee, but the region was down \$390,175 as a whole.
- c. Walking Tour Maps -- enough left to do a regional distribution, cost will be around \$3,000. Cass will find out more information.
- d. Pacific Fine Arts -- Scheduled for September 10 and 11, 2016. The promoters were not interested in moving event to the Spring Street side of town. Amy and Bill are not happy with the event staying on the Bridge Street side of town. Heather asked if there is a plan of action; Cass reiterated that it is up to individual business owners/representatives to voice their concern with the town over location. Stef asked if the TDMA could be proactive in getting parties together to discuss relocation of event.
- e. New Board Member -- Stef made a motion to accept Michelle Erskine to the TDMA Board of Directors, Amy seconded, all in favor; motion passes.
- f. Project Management Sheet and updates on file.

Meeting Adjourned at 9:10 AM

Next TDMA Board Meeting:

Wed. March 2, 2016, 8-9:00 AM | Board only closed meeting 9-10:00 AM
Cedar House, Truckee