

**Truckee Downtown Merchants Association
Board of Director Meeting Minutes
Wednesday, January 6, 2016
Cedar House, Truckee**

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

Absent: Tom Farina, JoAnne Pohler

Guests: Michelle Erskine, Michelle Erskine Photography; Trina Gold, Big Water Studio; Ruth Geresy, Chamber of Commerce; Coleen Dalton, Chamber of Commerce; Carla Beebe, Nevada County Arts; Caitlin Safford, Town of Truckee PD; Alex Terrazas, Town of Truckee; Chelsea Walterscheid, TDMA

1. Call To Order -- Mike Preaseau
2. Welcome & Introductions -- Cassie Hebel
3. Public Comment -- Carla Beebe reported a successful TOAST event in 2015 with about 1200 people on the tour, over half of those from Reno. The 2016 event is in the planning with heavy marketing in the western county towns (Grass Valley and Nevada City). Carla requested a sponsorship from TDMA, Cass and Carla will meet to discuss options and come back to Board with proposal.
4. Presentation / Partner Updates
 - a. Town of Truckee: Alex Terrazas
 - i. Holiday season was very busy with traffic and numerous tickets were issued downtown.
 - ii. Town working on new franchise garbage agreement, there will be a stakeholder committee working on the agreement. TDMA will be represented through Stefanie, Alyssa and Cass.
 - iii. Just under 500 rides were given on New Year's Eve through the free shuttle. There were zero DUIs and zero DIPs issued that night in the Town of Truckee.
 - b. Chamber of Commerce:
 - i. Coleen Dalton: Good Morning Truckee on January 12th at airport from 7-8:30 AM; event grants due Friday, January 8th; Knowledge Bites on February 19th; ads due in January for business directory.
5. Committee Reports
 - a. Membership -- May be losing an advertising benefit worked out for members. Cass negotiating with paper on new contract for print advertising.
 - b. Beautification -- Christmas trees need to be taken down, request for helpers. Holiday lighting coming down and year-round lighting staying up.

- c. Marketing and Promotion -- Festive Fridays was successful. Some merchants did not see an increase in foot traffic; campaign cost \$1200 [TDMA \$750; Chamber \$600; TOT \$250]. Will do again next year, even if foot traffic didn't show increases, it was good community outreach; people enjoyed the free parking.
 - i. Snowfest Cocktail Bingo in the works.
- 6. Organization Housekeeping Items
 - a. Treasurer's Report: On file. Stefanie moved to accept report as submitted, Amy seconded, all approved; motion passes.
 - b. Minutes: December, 2015 -- Bill moved to accept minutes as written, Amy seconded; motion passes.
- 7. Executive Director Reports & Updates -- Cassie Hebel
 - a. Shop Local: \$96,900 in local revenue (versus \$162K in 2014). Stefanie thought the decrease reflected a lesser TDMA member buy-in. Cass suggested it could be from the overwhelming nature of 2014's promotions being brought down to a more realistic nature in 2015. Mike thought the 2015 program ran smoother than 2014. Alyssa reminded Cass to make sure TDMA is on the press program's press release
 - b. Tahoe.com: A hub for all things Tahoe/Truckee. Truckee has its own page on the website and TDMA members are offered a discounted rate (\$200/month; regular price is \$400/month). Write-ups, stories and specials.
 - c. Sponsorships given out by TDMA: Board to table until later.
 - d. Marathon: Cass in discussions with race promoter.
 - e. Social Media: 1365 FB likes; 813 IG followers
 - f. Project Management Sheet and updates on file.

Meeting Adjourned at 9:13 AM

Next TDMA Board Meeting:
Wed. February 3, 2016, 8-9:00 AM | Board only closed meeting 9-10:00 AM
Cedar House, Truckee