

**Truckee Downtown Merchants Association  
Board of Director Meeting Minutes  
Wednesday, January 4, 2017  
Cedar House, Truckee**

In attendance: Board Members Amy Norman, Mike Preaseau, Julie Huck, Donna Wood, Heather River, and Executive Director, Cassie Hebel

Absent: Alyssa Thomas Farina, Bill Haley, Lisa Burns, Michelle Erskine, Stefanie Olivieri, JoAnne Pohler

Guests: Chelsea Walterscheid, TDMA; Tony Lashbrook, Town of Truckee; Hilary Hobbs, Town of Truckee; Ruth Geresy, Truckee Chamber of Commerce; and Ashlee Peterson, California 89

1. Call To Order -- Mike Preaseau
2. Welcome & Introductions
3. Public Comment -- Tony Lashbrook introduced Hilary Hobbs to the Board. Hilary worked for the National Park Service in San Francisco before joining the Town of Truckee.
4. Presentation / Partner Updates
  - a. Town of Truckee; Hilary Hobbs
    - i. Holiday Shuttle - It is too soon for the final numbers, but there was positive feedback; ridership was good in some areas but low in others; 1100 New Year's trips, which accounted for half of the total use; organizing data to see which dates and routes were most used.
    - ii. Special Event Policy - Hilary is dusting off the previous policy to ready it for council on January 10th. She is putting together details and previous policies from 2008 and 2015 to step back and look at goals of a SE policy; working in tandem with the Chamber.
      1. There will be a set of criteria to determine when Commercial Row is closed.
      2. Julie Huck asked how big of a role the TDMA will play in the process. Hilary explained that this is all going to be discussed. Cassie will be brought in on some of the meetings starting in February. Julie asked if the efforts are going to start from scratch or if they are starting from where the last committees and public workshops left off. Hilary said that they will be going back to public meetings and that Town will initiate conversation with TDMA before that process starts.
    - iii. Fire Station Lot - acquisition of the lot is on the January 10th Council agenda.
    - iv. West River Street - The old county corp yard (1.4 acres) is going to be looked at again for development. 2011 studies resulted in the idea of a development including a restaurant plus open space. The timing was bad and the project was put on hold. Town is planning to relaunch the project around February

with the intent to reintroduce a feasibility study and get new feedback. Town anticipates a new interest with developers. Additionally, Town is looking at streetscape and parking options along West River Street.

- v. Streetscape Improvements - \$2 million was approved for the Brickelltown work. Council will be looking at where balance of budget will be spent; originally earmarked for historic downtown, it will now be moved to the Invision DPR fund.
- vi. Coburn's Crossing - On January 24th Council agenda for approval. Town is agreeing to construct a roundabout at east Jibboom and Donner Pass Road.
- vii. Proposition 64 - with the passing of legalized marijuana in California, the Town has scheduled 4 public workshops: Feb. 9th, March 9th, April 13th, and Jay 11th to look at the inclusion of dispensaries within the town.
- viii. Personnel Changes - Chief McGill is leaving the TOT to work in Nevato; Leftwitch will become the Chief of Police.

b. Chamber of Commerce; Ruth Geresy

- i. Ruth announced a change in staffing as Melody Rebek will be working for Christie Curtis. The Chamber is opening up a full-time managerial position and a part-time accounting position.
- ii. January 10th Good Morning Truckee will focus on housing challenges.
- iii. January 19th Knowledge Bites will focus on labor laws.
- iv. New tax rate at 8.125% as of January 1st. It will raise again on March 1st when the library tax kicks in.
- v. January 31st Tourism Committee meeting scheduled at the Hampton Inn.

5. Committee Reports

- a. Membership - Cassie and Chelsea working on the "At a Glance" rack cards that will focus on TDMA and membership benefits.
- b. Beautification - Cassie put together a budget sent to Hilary Hobbs to break down the lighting used on TOT property during the holidays. Town confirmed that they will be making a contribution to offset the costs of the lights and, moving forward, looking into an annual contribution.
  - i. In reviewing how a monetary contribution can be approved on the town level, it was suggested by Town that monies can be allotted for the repairs of planter boxes, wayfinding signage, and light poles. Hilary Hobbs suggested that individual merchants can match funds -- streetscape loans usually stipulate matching funds in the contract with maintenance agreements.
- c. Economic Vitality
  - i. Shop Local - Numbers for 2016 down overall. The stickers were a hassle; merchants want to use stamps in the future.
  - ii. Insurance - Current plan only covered the TDMA events. It was necessary to increase coverage for the parking lot and TDMA is now covered for anything done under the organization without the need to add events separately. Now

covered are open houses, speakeasies, holiday tree event, etc. There was a \$2460 increase to the cost of the policy. It is estimated that with the insurance increase, snow removal costs, and spring repair costs, the Jibboom Street lot will cost up to \$8500 to maintain for the winter.

- d. Marketing and Promotion
  - i. Cassie and Heather brainstormed to create a new merchant campaign that will feature different TDMA merchant members monthly in the community page. Will start in February with 3 featured merchants.
  - ii. Cassie will be meeting with Moonshine Ink, Sierra Sun, Tahoe.com and Tahoe Weekly to figure out the costs of 2017 print and digital marketing.
  - iii. Truckee Thursdays committee will start meeting up again.
  - iv. Cassie is working on policies and procedures for the ABC license distribution.
6. Organization & Housekeeping Items
  - a. Treasurer's Report - Tabled; no quorum.
  - b. Minutes: October, 2016 - Tabled; no quorum.
7. Executive Director Reports & Updates -- Cassie Hebel
  - a. Jibboom Street Lot - It is open and being used. Towing is a concern as some cars are not moving overnight. Heather asked if the parking committee can check in with the landlord to make sure things are running smoothly with the partnership. It was suggested that flyers are printed up for the downtown apartments to remind people not to park overnight and that there is overnight parking in the Beacon lot.
  - b. Cocktail Bingo set for Saturday, March 4th.
  - c. Walking Tour Map should be finalized soon; looking to distribute by March 1st.
  - d. Festive Fridays - First event was busy but the others were much slower. Different merchants felt it fell flat. Has legs but needs more organization to make it desirable to come downtown.

Meeting Adjourned at 8:35 AM

Next TDMA Board Meeting:  
Wednesday, February 1, 2017, 8-9:00 AM | Board only closed meeting 9-10:00 AM  
Cedar House, Truckee