

**Truckee Downtown Merchants Association
Board of Director Meeting Minutes
Wednesday, June 1, 2016
Cedar House, Truckee**

In attendance: Board Members Amy Norman, Julie Huck, Stefanie Olivieri, Mike Preaseau, Michelle Erskine, Bill Haley, JoAnne Pohler, Alyssa Thomas Farina and Executive Director, Cassie Hebel

Absent: Heather River, Tom Farina and Donna Wood

Guests: Ruth Geresy, Chamber of Commerce; Lisa Burns, ela chapman; Dean Levonian, Elevation Hoops / Inn on High St.; Mary Guerra, Riverside; Chelsea Walterscheid, TDMA

1. Call To Order -- Mike Preaseau
2. Welcome & Introductions --
3. Public Comment -- Lisa Burns asked about a planter in the way of ela chapman, wanted to know who owns it and if it is ok to move it. Planter does not belong to TDMA or the Town, up to Lisa if she wants to move or not.
4. Presentation / Partner Updates
 - a. Chamber of Commerce: Ruth Geresy
 - i. Chamber focusing on website; currently a top priority.
5. Committee Reports
 - a. Membership -- New Members Tahoe University (located at the Star Hotel) and Simply Worded (located on High Street).
 - b. Beautification --
 - i. June 4th is Truckee Day. A work crew will assemble at Coffee and for breakfast and pick up around Commercial Row and alley. Chelsea will get bags, shirts and bbq tickets for the crew.
 - ii. Julie Huck reported the young trees at the Eagle Plaza are snapping from the weight of the strung lights. TDMA to look into replacing the damaged trees at the request of the Town of Truckee.
 - iii. Bill Haley asked why the pocket park only had the addition of parking. Stefanie Olivieri explained the landscaping, benches and art would be added later during future phases.
 - c. Economic Vitality: Cassie Hebel has a meeting scheduled with Town of Truckee and Chamber to discuss marketing funding for TDMA.
 - d. Marketing and Promotion --
 - i. Art & Soul: Will be promoting in Sierra Food, Wine and Art Magazine. Cassie is currently looking for 10-12 restaurants. DBI has signed on for beer sponsorship again this year. Several artists are booked and Arts for the Schools will be the nonprofit partner again this year.

- ii. Truckee Thursdays update: Chelsea updated the Board on the shuttle program and schedule as well as reminded merchants of street closure times.
- 6. Organization Housekeeping Items
 - a. Treasurer's Report: On file. Julie moved to accept the report as submitted; Amy seconded; all in favor; motion passes.
 - b. Minutes: May, 2016 -- Alyssa moved to accept minutes as written, Stefanie seconded; all in favor; motion passes.
- 7. Executive Director Reports & Updates -- Cassie Hebel
 - a. Speakeasy scheduled for May 17th at Art Truckee.
 - b. Sierra Pacific Fine Arts: Cassie met with Troy and Dana to walk space. Looking at the AT&T parking; Eagle Plaza; Bike Plaza; Flying A; and Train Depot Plaza to host artists and displays.
 - c. Advertising: Cassie will approach merchants to see about joining a coop-advertising page in the Tahoe Weekly as well as Sierra Sun. The SF Chronicle has a Nevada County page, Cassie will see if anyone wants to go into advertising for downtown in that paper.
 - d. Social Media: Lots of views and shares. Cassie asked members to send any promotions to staff for sharing on FB and IG.
 - e. Truckee Restaurant Week: The North Lake Tahoe / Truckee Leadership put the program together as a project (past projects include Shop Local and Tahoe Food Hub). They are looking to host the event the first week of November.
 - f. Truckee.com: TDMA has a full membership page (see Cassie's written report for full details).
 - g. New Board Member: Board to discuss and appoint Lisa Burns as a Board member during closed session.

Meeting Adjourned at 9:23 AM

Next TDMA Board Meeting:
Wed. September 7, 2016, 8-9:00 AM | Board only closed meeting 9-10:00 AM
Cedar House, Truckee