

**Truckee Downtown Merchants Association  
Board of Director Meeting Minutes  
Wednesday, March 5, 2016  
Cedar House, Truckee**

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

Absent: Bill Haley, Alyssa Thomas Farina, Tom Farina and Stefanie Olivieri

Guests: Ruth Geresy, Chamber of Commerce; Alex Terrazas, Town of Truckee; Stephen Hoyt and Morgan Goodwin, Truckee Roundhouse; Alexis Olark and Nikki Riley, MAP; Lisa Burns, els chapman, Natasha Weissman, Tahoe Oil & Spice; Nicole Martin, Kindred Art & Folk Institute; Chelsea Walterscheid, TDMA

1. Call To Order -- Mike Preaseau
2. Welcome & Introductions -- Cassie Hebel introduced guests who were making presentations for event sponsorships -- see Presentations.
3. Public Comment -- None
4. Presentation / Partner Updates
  - a. Nicole Martin: Requesting funds for the Inspired Adventure fundraiser for Kindred. The money earned goes into the transportation of kids for summer field trips. 3rd annual event held at the Community Art Center. Requesting \$500.
  - b. Morgan Goodwin and Stephen Hayt: Requesting funds for the 2nd annual Interactive event for the Truckee Roundhouse Makerspace. Requesting \$1000.
  - c. Alexis Olark and Nikki Riley: Requesting that TDMA be a donor for the new pocket park being built at the bottom of Trout Creek at the corners of Jibboom, Bridge and the Forest Service Rd. Requesting \$1000.
  - d. Chamber of Commerce: Ruth Geresy
    - i. 4th of July Parade applications are on line.
    - ii. Chamber Awards set for October 14, 2016.
  - e. Town of Truckee: Alex Terrazas
    - i. Brickelltown street project breaking ground on April 18 at the Burger Me end of town. There is a 9:00 AM meeting set for Friday, April 7th at the White House for anyone wanting to know how it affects street closures, etc.
    - ii. Pacific Fine Arts looking at alternative locations, speaking with Alex.
    - iii. REI looking to hold a 300+ person event downtown. They are considering the parking lot to the west of the depot.
5. Committee Reports
  - a. Membership -- Cassie welcomed MAP as the newest member.
  - b. Beautification -- Ad hoc parking committee: Mike and Stef did a walk-around town to look at current options and started conversation with the Soul House Project owners

about the lot behind their business in addition to the McManus lot on Jibboom and the Railyard lot for overflow.

- c. Economic Vitality: Cass had a meeting with Lynn and Colleen from the Chamber about allocating money that comes in from the Town of Truckee to distribute for marketing purposes. Cass is requesting that TDMA is part of an annual allocation of these funds for TDMA events and expenses in maintaining Historic Downtown Truckee (to help offset the \$30,000 spent annually).
  - d. Marketing and Promotion --
    - i. Follies update: 120 tickets left, volunteers are needed for working night of.
    - ii. Bingo update: over 260 participants; \$7,000 net income; report on file.
6. Organization Housekeeping Items
- a. Treasurer's Report: On file. Tabled approval until the May meeting.
  - b. Minutes: March, 2016 -- Julie moved to accept minutes as written, Donna seconded; all in favor; motion passes.
7. Executive Director Reports & Updates -- Cassie Hebel
- a. Walking Tour Signs: Geoff LeClair working on the repairs to one in front of Trokay.
  - b. Speakeasy scheduled for May 17th at Art Truckee.
  - c. Art & Soul: Cass working on new logo with Kelly Wallis.
  - d. Web Oracle: Virtual tours of businesses contracted with Google. Cass working with the company to solidify discounts for TDMA members.
  - e. Cass wrote a letter of support for TOAST, addressed to the Nevada Arts Council.

Meeting Adjourned at 9:24 AM

Next TDMA Board Meeting:  
Wed. May 4, 2016, 8-9:00 AM | Board only closed meeting 9-10:00 AM  
Cedar House, Truckee