

**Truckee Downtown Merchants Association  
Board of Director Meeting Minutes  
Wednesday, May 4, 2016  
Cedar House, Truckee**

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

Absent: Heather River, Donna Wood, Bill Haley, Tom Farina and JoAnne Pohler

Guests: Ruth Geresy, Chamber of Commerce; Laura Mello, Indigo; Wrenn Cavallo, Tahoe Sports Hub; Shawn Whitney, Morgan's Lobster Shack; Natasha Weissman, Tahoe Oil & Spice; Chelsea Walterscheid, TDMA

1. Call To Order -- Mike Preaseau
2. Welcome & Introductions --
3. Public Comment -- Wrenn Cavallo from Tahoe Sports Hub noted there are no trash cans on West River Street. At some point, they were picked up but never replaced. It was suggested she contact the Town of Truckee to find out where they want and to reinstall them. She is also concerned about the lighting at night on West River Street and is worried about people crossing street at night. She will contact Alex with the Town of Truckee to voice her concern. Laura Mello announced an open house at Indigo on May 4th from 5-7:00. Shawn Whitney from Morgan's Lobster shack voiced his concern about Truckee Thursdays foot traffic leaving event all at once and in high volumes to cross tracks and walk down West River Street to vehicles. He is concerned there will be a lot of people all at once and that a crossing guard is needed to keep things in order.
4. Presentation / Partner Updates
  - a. Chamber of Commerce: Ruth Geresy
    - i. 4th of July Parade theme is Base Camp for a Big Life. Visitor Guide nearing completion.
5. Committee Reports
  - a. Membership -- No update.
  - b. Beautification -- Sidewalk cleaning scheduled before Memorial Day. McManus lot on Jibboom St. was graded and is open for use. Stefanie will ask McManus about keeping the lot open in the winter if the merchants keep it plowed. Parking committee looking at side streets and additional signage for additional street parking. Stefanie is speaking with Lake Tahoe resorts to see about the possibility of them offering shuttles to Truckee during high seasons for their guests in an effort to ease the parking problems.
  - c. Economic Vitality: No report.
  - d. Marketing and Promotion --

- i. Follies update: Wrap up meeting scheduled with directors, producer, Cassie and Alyssa.
  - ii. Placed Based Marketing: Cassie updated Board on the Truckee.com website and how it will represent TDMA. Cassie will follow up with Colleen to find out about the content. Alyssa asked how to ensure that the entire downtown is represented as a district and is asking for clarification about TDMA members; their photos and content.
  - iii. Truckee Thursdays update: Chelsea reported still needing some Weekly Presenting Sponsors and asked the various TDMA business owners at the meeting to consider sponsoring a week. Announced that the Town of Truckee is working on implementing a shuttle to the event.
  - iv. Art & Soul update: Cassie is working on food sponsorship, looking for 300 bites per food sponsor. There will be 25 - 30 stops and the event was extended to 6:00 PM.
6. Organization Housekeeping Items
  - a. Treasurer's Report: On file. The April and May treasurer's reports were reviewed. Alyssa moved to accept the reports as submitted; Amy seconded; all in favor; motion passes.
  - b. Minutes: April, 2016 -- Julie moved to accept minutes as written, Alyssa seconded; all in favor; motion passes.
7. Executive Director Reports & Updates -- Cassie Hebel
  - a. Speakeasy scheduled for May 17th at Art Truckee.
  - b. REI is looking to hold a block party for their employees, possibly on Bridge St. They are asking merchants to stay open late the night of the event to give their guests something to do. Cassie is working with them to assure the best placement of the event downtown.
  - c. Lisa Burns has been a TDMA member for a year with her business, ela chapman. She has requested a position on the Board.
  - d. The Barcell property (across from cemetery) is again in negotiations with the Town. TDMA was represented at the meeting.

Meeting Adjourned at 9:30 AM

Next TDMA Board Meeting:  
Wed. June 1, 2016, 8-9:00 AM | Board only closed meeting 9-10:00 AM  
Cedar House, Truckee