

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

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

Absent: Alyssa Thomas Farina

Guests: Chelsea Walterscheid, TDMA

1. Call To Order -- Mike Preaseau
2. Welcome & Introductions --
3. Public Comment -- Amy Norman thanked Cassie and Chelsea for the work done a successful Art & Soul event.
4. Presentation / Partner Updates
 - a. Chamber of Commerce: Absent
5. Committee Reports
 - a. Membership -- Cassie is speaking with a potential new member that does not fall under the retail / commercial category. They are looking at how it might benefit their business.
 - b. Beautification --
 - i. Julie asked about the new maintenance districts -- moving forward, she would like to request that the town start paying for a portion of the lights in these new districts with the dues they are collecting from businesses within the different districts. Burden should not fall solely on the TDMA moving forward. Julie expects the cost of lights this year to be less than last year.
 - ii. Stefanie asked McManus about the Jibboom Street parking lot. Traditionally closed throughout the winter, she asked if he would consider keeping it open. He will consider if the TDMA insures the lot; plows it throughout the season; and repairs / readies it in the spring. Stefanie asked the Board's approval to move forward with finding out the costs of the contingencies.
 - c. Marketing and Promotion --
 - i. Cassie asked businesses with promotions to submit them for the next Sierra Sun Community Page. Cassie asked the Sierra Sun to donate a full-page ad for the Bud Fish Holiday Tree Lighting; she also asked the Chamber to help with costs of event.
6. Organization Housekeeping Items

- a. Treasurer's Report: On file. Stefanie questioned the accounts receivables. Because Alyssa was not present to answer specific questions, acceptance of the reports has been table to the November meeting.
 - b. Minutes: September, 2016 -- Amy moved to accept minutes as written, Michelle seconded; Bill and JoAnne abstained; all in favor; motion passes.
7. Executive Director Reports & Updates -- Cassie Hebel
- a. Truckee Thursdays: It is estimated that the event will be down 15-18K from last year because of the increase in costs; the addition of a \$12,700 police bill; and a decrease in vendor revenue. The TT Committee will have a detailed report with comparisons to the 2014 and 2015 events at the Board Retreat.
 - b. Art & Soul: Lisa asked about moving the event to Spring instead of so close to the Wine Walk event. It was discussed that weather is the biggest hurdle to having a spring event. Cassie reported that the artists and merchants were all happy. The move to the Eagle Plaza was a very positive one. More than 300 tickets sold.
 - c. Board Retreat: Moved to November 9th from 8:00 - 3:00 BOARD REQUESTS FOR AGENDA: Truckee Thursdays; Goals; Staff Salaries; Membership Levels.
 - d. Bud Fish Holiday Tree Lighting: The town as agreed to waive the special event fees and parking fees. Safety concerns have prompted the town to require DPR to be closed during the event from Spring to Bridge Streets. Cars parked on street will be allowed to leave, busses will be allowed through, but no through traffic otherwise.
 - e. Festive Fridays: Free parking the first three Fridays in December. Cassie asked the Board how many liquor licenses were being requested. In order to request only one license to cover all participating businesses, we would have to treat FF as an official event. Because there are not staff hours to create and market a new event, it was decided to leave it casual and those who wanted licenses would pull from one of the twelve allotted to TDMA -- in return, a donation to the organization will be made.

Meeting Adjourned at 9:40 AM

Next TDMA Board Meeting:
Wed. November 2, 2016, 8-9:00 AM | Board only closed meeting 9-10:00 AM
Cedar House, Truckee