

**Truckee Downtown Merchants Association
Board of Director Meeting Minutes
Wednesday, September 7, 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, and Executive Director, Cassie Hebel

Absent: Heather River, Tom Farina, and Alyssa Thomas Farina

Guests: Ruth Geresy, Chamber of Commerce; Chelsea Walterscheid, TDMA

1. Call To Order -- Mike Preaseau
2. Welcome & Introductions --
3. Public Comment -- none
4. Presentation / Partner Updates
 - a. Chamber of Commerce: Ruth Geresy
 - i. Thanked the TDMA for cleaning the plaza and trash cans at the depot. She also thanked the TT Committee for all their hard work with the bus stops and shuttles this season.
 - ii. Summer 2016 was busy at the Welcome Center with 26,000 visitors logged in July alone. Visitors had many positive comments about events in Truckee.
 - iii. October 14 -- 2016 Chamber Awards Dinner; currently soliciting auction items.
 - iv. Truckee.com is now live; Art & Soul is a featured event
5. Committee Reports
 - a. Membership -- Currently at 70 members.
 - b. Beautification --
 - i. Julie reported that the trees thought to be damaged by the Christmas lights at the Eagle Plaza are alright after all and TDMA would not need to pay for the cost of replacements.
 - ii. Cassie Reported that the Town took in a complaint that numerous trees on Commercial Row looked under watered and like they were dying. Town called TDMA, assuming the association responsible; indeed, the property owners (or their leasees) of the buildings where each tree is planted are the responsible parties. Cassie will send an email to remind business owners to get out and water. Stefanie reported that she has tried on numerous occasions to get people to water their trees without any luck.
 - iii. Julie requested that the Board put the Christmas Light project out to bid this year. Board agreed that the project needs to be bid out. The cost will likely be more this year because of the addition of many young trees and the fact that

they lights have to be taken off after the holidays to avoid the potential damage to the growing trees.

- iv. Julie reported that the sidewalks will be steam cleaned on the evening of September 7th and morning of September 8th. Donna asked if restaurant owners can be reminded to pick up on the sidewalks around their outdoor seating. Cassie will add it to the newsletter. Stefanie asked if Cassie could go to the town and inquire into the regulations restaurants are supposed to follow for outdoor seating to make sure health codes are not being violated.
 - c. Marketing and Promotion --
 - i. Pacific Fine Arts: Set for September 10-11. Ruth asked about buses getting through with the tents set up at the depot island.
 - ii. SF Chronicle: Nevada County is selling space on an ad at \$2600 for ½ page ad (minimum). Board agrees the cost is too high and not a priority.
6. Organization Housekeeping Items
- a. Treasurer's Report: On file. Stefanie moved to accept the report as submitted; Michelle seconded; all in favor; motion passes.
 - b. Minutes: June, 2016 -- Stefanie moved to accept minutes as written, Amy seconded; all in favor; motion passes.
7. Executive Director Reports & Updates -- Cassie Hebel
- a. Art & Soul: Tix need to be sold! DBI is sponsoring with many great breweries; Cassie Spent \$500 on Reno specific marketing; Bill and Mike will drop off at the stops Friday night; Julie will help in the tent during the event.
 - b. Board Retreat: Moved to November 2nd.
 - c. Walking Tour Map: 50,000 maps have been distributed since January, 2015. It is time to reprint. The Truckee Chamber of Commerce has approved \$8,000 to help fund the map. The only requirement is that the front of the map is designed to look like other rack cards the Chamber is marketing. Julie moved to accept the financial contribution under the Chamber's terms with the conditions that the color of the logo be changed to reflect the actual color of the new Truckee Chamber Logo instead of the orange that was used in the card shown at the meeting. Donna seconded the motion; all in favor; motion passes.
 - d. Chamber Awards: Cassie asked for approval to spend money to attend the Chamber Awards Dinner. Julie made a motion to spend \$1000 for 5 guests to attend the dinner; Donna seconded the motion; all in favor; motion passes.

Meeting Adjourned at 9:15 AM

Next TDMA Board Meeting:
Wed. October 5, 2016, 8-9:00 AM | Board only closed meeting 9-10:00 AM
Cedar House, Truckee