

**MINUTES**  
**Truckee Tourism Business Improvement District (TTBID)**  
**Events and Groups Sub Committee Meeting**  
**August 23, 2017 9:30-11:30am**  
**Town Hall, West Wing Conference Room**

**Committee Members Present:** Jon Borden, Nick Pullen, Kathy Hess, Hilary Hobbs, Bryan Rickards  
**Staff Present:** Jeanne Kirschner, Colleen Dalton, Lynn Saunders, Jim Winterberger  
**Public:** None

**Call to Order/Roll Call/Determination of Quorum – Jon Borden, Chair of Committee**  
Chair Jon Borden called the meeting to order at 9:30am. A quorum was established.

**Public Comment – Matters Not on the Agenda – Jon Borden**  
There were no comments on items not on today's agenda.

**DISCUSSION/ACTION ITEMS**

1. Minutes from 6/15 Sub Committee Meeting were approved.
2. Gave an update on proposed Mountain Bike Festival that was cancelled by Sierra Butte Stewardship. Several reasons why it was cancelled, biggest reason being a large segment of our trail system not being legal. It was also mentioned that more "yes" and confirmation on event should have happened prior to submitting application to town.  
Working on June 2018 Night in the Country Music Festival-just had a site visit with Justin Aguilar, his production crew, and Sven, the new Superintendent from Parks and Rec. Had a conference call with producer of The NY Food Film Festival. Other smaller events happening and requesting funding: Tahoe JS Tech Conference next April, Coburn Early Music Festival possibly this November and next spring.  
Truckee Swim Meet happening this September at our new Parks and Rec pool.  
Discussed Colleen and Jeanne's meeting with Hillary and Kelly from the town along with Cassie from the Merchants' Assoc. to determine if a downtown Venue can be established. It was decided each event would need to still be on a case by case basis, or we could put together a proposal to present to Town Council, which was discouraged. Brian spoke about the Truckee Marathon and the space they use downtown at the Community Art Center, and agreed that working on a downtown venue would be nice. Discussed other locations: parking lot across the bridge from Riverstreet Inn, the Barracks up Jack Pine road above down town.
3. Reviewed Scoresheet (Nick's spreadsheet) for events that have happened and approved for remainder of 50% funding since they met guidelines of agreement. These events included:
  - The Little Big Bike Festival
  - Truckee Running Festival
  - Truckee Community Theatre-Young Frankenstein
  - Tahoe Summit Lacrosse

It was also determined that a couple of these did not put heads in beds and therefore wouldn't qualify for future funding. Follow up with Summit Lacrosse about not offering any commission for booking rooms for their future events. This holds true for any sporting events coming to Truckee.

4. Discussed tiers for TTBID funding. Need to focus on events that put heads in beds and have other local events that are important and great events but not putting heads in beds be funded by another bucket. Program being formed under Tahoe Community Foundation. Borden suggested the Sub Committee be disbanded to reduce staff time on administration time. It was pointed out that the sub committee was a good start to the whole process and possibly still beneficial to the process of TTBID funding. Winterberger spoke to some TTBID funding being used for infrastructure such as new fields. He will follow up with Parks and Recreation.
5. Reach out to Holiday to develop that relationship as the Railyard project evolves. Brain with Big Blue agreed on a downtown venue development for events.
6. Discussed rolling out new application process in November.