



County of El Dorado

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Legislation Details

File #: 23-1355 **Version:** 1
Type: Agenda Item **Status:** Approved
File created: 7/6/2023 **In control:** Board of Supervisors
On agenda: 7/18/2023 **Final action:** 7/18/2023

Title: Chief Administrative Office recommending the Board:
1) Find that the continued support for the Take Care Billboard Campaign provides a public benefit by providing education to limit the environmental impacts of tourism through billboard advertisements targeted at visitors coming into the Lake Tahoe area; and
2) Approve and authorize the Chair to sign Agreement 7516 with Tahoe Fund to provide a funding contribution for the Summer 2023 and Winter 2023-24 Take Care Billboard Campaigns for effective upon execution for a one-year period, in the amount of \$10,000.

FUNDING: Discretionary Transient Occupancy Tax (TOT).

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Agreement 7516, 2. B - Counsel Approval, 3. Executed Funding Agreement 7516

Date	Ver.	Action By	Action	Result
7/18/2023	1	Board of Supervisors	Approved	Pass