



County of El Dorado

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Legislation Details

File #: 23-0627 **Version:** 1

Type: Agenda Item **Status:** Approved

File created: 3/16/2023 **In control:** Board of Supervisors

On agenda: 4/18/2023 **Final action:** 4/18/2023

Title: Planning and Building Department, Economic Development Division, 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 7589 with Tahoe Fund to provide a funding contribution for the Winter 2022-23 Take Care Billboard Campaign for the period of December 12, 2022, through April 16, 2023, with a not-to-exceed amount of \$5,000, and a term expiring on June 30, 2023.

FUNDING: Transient Occupancy Tax (TOT).

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Approved Contract Routing Sheet, 2. B - Agreement 7589 - PE, 3. Executed Agreement 7589

Date	Ver.	Action By	Action	Result
4/18/2023	1	Board of Supervisors	Approved	Pass