



# County of El Dorado

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## Legislation Details

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**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