

## PLACER COUNTY

### REDEVELOPMENT AGENCY

#### MEMORANDUM

**TO:** Honorable Members of the Redevelopment Agency Board  
**FROM:** Rich Colwell, Chief Assistant CEO-Redevelopment Director *RE Colwell*  
Jim LoBue, Deputy Director  
**DATE:** October 21, 2008  
**SUBJECT:** Adopt a Resolution Authorizing the Chief Assistant CEO-Redevelopment Director or Designee to Execute a Services Agreement Between the Redevelopment Agency and the North Tahoe Business Association in the Amount of \$65,000.

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**ACTION REQUESTED:** Adopt a resolution authorizing the Chief Assistant CEO-Redevelopment Director or designee to execute a services agreement between the Redevelopment Agency (Agency) and the North Tahoe Business Association (NTBA) in the amount of \$65,000.

**BACKGROUND:** The NTBA was originally established to provide support for local business marketing. However, the Agency, local residents, and businesses encouraged the NTBA to expand its role and work closely with the County in support of the Kings Beach and Tahoe Vista Business Expansion/Attraction Strategy. As the business strategy has gained momentum, the NTBA has taken on a larger role in motivating the community to participate in the creation of a Main Street Program and support the regional expansion of visitor services. In the past year, the association has expanded its activities in organizing and assisting at special events, such as the Kings Beach/Tahoe Vista Cleanup Day, a Joe King Poker Tournament, and the Kings Beach fireworks show with VIP deck party. The NTBA produced a new Bay to Bay *Places to Go, Things to Do* map. The Association hired a part time Executive Assistant and worked with the Tahoe City Downtown Association and Westshore Association to produce the first *North Lake Tahoe Guide*.

In the upcoming year, the NTBA proposes to continue to build its organization and expand its membership participation in numerous activities of community benefit. Specific areas proposed for increased activity in the coming year are marketing, newsletter production, volunteer recognition, and continued participation, facilitation, and community education on local community revitalization issues. In addition, the NTBA will continue efforts to establish a business improvement district or local assessment district. The NTBA will continue to operate following the Main Street model.

In 2007, the Agency Board approved a services agreement with the NTBA in the amount of \$65,000. As the NTBA continues pursuing its goals and expanding its activities, the Agency proposes to continue funding the activities. A copy of the new services agreement is attached.

**ENVIRONMENTAL STATUS:** This is an administrative action, does not constitute a project, and is exempt from environmental review per California Environmental Quality Act Guidelines section 15178(b)(5).

**FISCAL IMPACT:** North Lake Tahoe Tax Increment Funds are budgeted for this action. There will be no impact on the County's General Fund.

**RECOMMENDATION:** Adopt a resolution authorizing the Chief Assistant CEO-Redevelopment Director or designee to execute a services agreement between the Agency and the NTBA in the amount of \$65,000.

Attachment: Resolution  
Services Agreement – Agreement For Review Only at the Clerk of the Board

cc: Karin Schwab, Agency Counsel

**Before the Placer County  
Redevelopment Agency Board of Directors  
County of Placer, State of California**

**In the matter of:**

**Authorizing the Chief Assistant CEO-Redevelopment Director or designee to execute a services agreement between the Redevelopment Agency and the North Tahoe Business Association in the amount of \$65,000**

**Resol. No:.....**

**Ord. No:.....**

**First Reading: .....**

**The following Resolution was duly passed by the Board of Supervisors**

**of the County of Placer at a regular meeting held \_\_\_\_\_,**

**by the following vote on roll call:**

**Ayes:**

**Noes:**

**Absent:**

**Signed and approved by me after its passage.**

**Attest:**

\_\_\_\_\_  
**Chair, Agency Board**

**Clerk of said Board**

\_\_\_\_\_  

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**WHEREAS, the Placer County Redevelopment Agency (Agency) has adopted the North Lake Tahoe Redevelopment Plan (Plan); and**

**WHEREAS, the Agency is responsible for administering the Plan to carry out redevelopment efforts within the North Lake Tahoe Redevelopment Project Area; and**

WHEREAS, the Agency wishes to encourage and support the North Tahoe Business Association in its efforts to implement the Kings Beach/Tahoe Vista Business Expansion/Attraction Strategy and Main Street Program; and

WHEREAS, sufficient funds have been budgeted by the Agency to cover the services agreement; and

WHEREAS, the proposed agreement is an administrative action and exempt from environmental review under the California Environmental Quality Act per Guidelines Section 15178(b)(5).

NOW, THEREFORE, BE IT RESOLVED that the Agency Board approves adoption of a resolution authorizing the Chief Assistant CEO-Redevelopment Director or Designee to execute a services agreement between the Agency and the North Tahoe Business Association in the amount of \$65,000.