

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Thomas Miller, County Executive Officer

DATE: January 10, 2012

SUBJECT: COMMITTEES AND COMMISSIONS – North Lake Tahoe Resort Association Board of Directors – Approve the appointment of Eric Brandt to represent the Board of Supervisors. Term for this seat begins December 1, 2011 and ends on November 30, 2015.

ACTION REQUESTED

North Lake Tahoe Resort Association Board of Directors – Approve the appointment of Eric Brandt to represent the Board of Supervisors. Term for this seat begins December 1, 2011 and ends on November 30, 2015.

BACKGROUND

The purpose of the North Lake Tahoe Resort Association Board of Directors is to promote, enhance, reinvigorate, coordinate and direct tourism for the economic betterment of the North Lake Tahoe Region. Additionally, the corporation operates as a Chamber of Commerce and Visitors and Convention Bureau. The Board is composed of 11 voting members representing the following community interests: One Recreation Provider; One Ski Area; One Large Lodging Property; One Small Lodging Property; One Retail Business; One Real Estate/Property Management; One Restaurant; One At-Large; One General; and two County members; one appointed by the Board of Supervisors, and one appointed by the County Executive Office. The appointment recommended for approval today will fill the Board of Supervisors seat. The Resort Association Board meets the first Wednesday of each month at the Tahoe City Public Utility District Board Room.

FISCAL IMPACT

There is no fiscal impact from your Board's action in making this appointment.



**PLACER COUNTY
BOARD OF SUPERVISORS**

**APPLICATION FOR MEMBERSHIP ON
ADVISORY BOARD OR COMMISSION**

THE FOLLOWING IS PUBLIC INFORMATION

APPLICATION FOR MEMBERSHIP ON: North Lake Tahoe Resort Assoc.
(NAME OF BOARD, COMMISSION, OR COMMITTEE)

IF THIS BOARD/COMMISSION/COMMITTEE CALLS FOR A SPECIFIC TYPE MEMBER, PLEASE INDICATE THE
POSITION FOR WHICH YOU ARE APPLYING: PLACER COUNTY BOARD OF SUPERVISORS Appointee
NAME: ERIC T. BRANDT

SUPERVISORIAL DISTRICT IN WHICH YOU RESIDE: 4 - Eastern Placer County

TIMES YOU ARE AVAILABLE FOR MEETINGS: DAYS: 1st WEDS EACH MONTH TIMES: 8:30 AM - 1 PM

EMPLOYMENT EXPERIENCE/PROFESSION (A RESUME MAY BE ATTACHED): Former Dir of Mktg at Squaw Valley; SMALL BUSINESS OWNER - President/CEO of Tahoe TV/Destination Media Solutions - a digital media/marketing company focused on Tahoe.

ORGANIZATION/COMMUNITY EXPERIENCE: 30+ year resident, family (wife + 3 kids), active in local orgs - NUTRA/chamber/Tahoe City Downtown Assoc.; North Tahoe HS/MS music & sports programs, Olympic Heritage Celebration

EDUCATIONAL EXPERIENCE: Bachelor of Communications, Pepperdine U, 1985

APPLICATIONS WILL BE RETAINED FOR TWO YEARS

APPLICATION MUST BE FILED WITH THE CLERK OF THE BOARD OF SUPERVISORS
175 FULWEILER AVENUE, ROOM 101, AUBURN, CALIFORNIA 95603

DATE: 12/17/11 SIGNATURE: ETB