

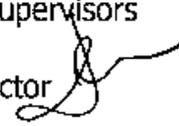


MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

175 Fulweiler Avenue, Auburn, CA 95603-2133
(530) 889-4016 • Fax:(530) 889-4095

DATE: June 10, 2008

TO: Honorable Board of Supervisors

FROM: David C. Snyder, Director 

SUBJECT: **COMMITTEE AND COMMISSIONS – Confirm the appointment of Steve Teshara representing Tourism to the Economic Development Board**

ACTION REQUESTED

Confirm the appointment of Steve Teshara representing Tourism to the Economic Development Board.

BACKGROUND

The Purpose of the Placer County Economic Development Board (PCEDB) is to promote Placer County to new and expanded business and industry, facilitate the creation of new jobs and tax revenues, and support tourism, agri-business, film production and workforce development initiatives countywide. The PCEDB will serve as the steering committee for the 2008 Economic Development Strategic Plan. The PCEDB is composed of thirteen members including two representatives of the Board of Supervisors, one from District 5 and one from District 2; six representatives, one from each of the six incorporated cities and/or towns appointed annually by their respective councils; and five representatives from the Ad Hoc Technical Advisory Resource providers initially including agricultural, education, manufacturing, tourism and utilities to serve two-year terms.

Per the Bylaws of the PCEDB, the Executive Committee met on April 1st, 2008, and after reviewing several applications from qualified individuals from the tourism industry, approved the appointment of Mr. Teshara as one of five representatives from the Ad Hoc Technical Advisory Resource providers serving a two-year term.

ENVIRONMENT IMPACT

None

FISCAL IMPACT

None



February 29, 2008

Placer County Board of Supervisors
c/o Ms. Ann Holman, Clerk of the Board
175 Fulweiler Avenue
Auburn, CA 95603

Dear Ann:

On behalf of the Board of Supervisors, please accept the attached application for appointment to the Placer County Economic Development Board. Should you have any questions or need any additional background, please contact me at 530-581-8739 or my assistant, Ms. Sarah Holster, at 530-581-8727.

Thank you for your assistance in connection with this application.

Very sincerely yours,

Steve Teshara
President & CEO
North Lake Tahoe Resort Association

cc Members, NLTRA Board of Directors
Mr. Andy Chapman, Director of Tourism, NLTRA
Mr. David Synder, Director
Placer County Office of Economic Development



PLACER COUNTY
Board of Supervisors

Application for Membership on
Advisory Board or Commission

The following is public information.

Application For Membership on: Placer County Economic Development Board -
(Name of Board, Commission, or Committee) Tourism Seat

If this Board/Commission/Committee calls for a specific type member, please indicate the position for
which you are applying: Tourism Seat

Name: Steve Teshara

Supervisory District in which you reside: District Five

Time you are available for meetings: Days: As Needed Times: _____

Employment Experience/Profession (A Resume may be Attached): _____

Resume attached

Organization/Community Experience: see attached

Educational Experience: see attached

Applications Will Be Retained For Two Years
Application must be filed with the Clerk of the Board of Supervisors
175 Fuweiler Avenue, Room 101, Auburn, California 95603

Date: 2/27/08

Signature Steve Teshara

The following is considered Confidential Information for Placer County Staff use ONLY

Residence Address: _____

Mailing Address: PO Box 5459 Tahoe City, CA 96145

Phone Numbers: Home: _____ Business: 530-581-8739

Fax: 530-581-1686 E-Mail: Steve@PureTahoeNorth.com



Steve Teshara

President & Chief Executive Officer
North Lake Tahoe Resort Association
P.O. Box 5459
Tahoe City, CA 96145
Office Direct: 530-581-8739
Fax: 530-581-1686
Home:
steve@PureTahoeNorth.com

Full time resident of Lake Tahoe since 1973
Education: Associate of Arts Degree, College of San Mateo, 1972

Qualifications/Recent Employment History

Director of Media & Public Relations	
Tahoe North Visitors & Convention Bureau	1985-1986
Executive Director, Tahoe-Sierra Preservation Council (business and property rights organization)	1987-1991
Lake Tahoe Field Deputy, Placer County Board of Supervisors	1989-1990
Executive Director, Lake Tahoe Gaming Alliance	1991-2002
Executive Director, Tahoe-Douglas Visitors Authority	1997-2002
President & CEO, North Lake Tahoe Resort Association	2003 to present

Steve Teshara has represented business organizations and worked in the tourism industry at Lake Tahoe for more than 23 years. He has extensive experience in marketing and in the planning and implementation of transportation and infrastructure projects designed to improve Lake Tahoe's environment, support its tourism industry and enhance the quality of life for local residents and property owners. He has an extensive network of tourism industry contacts and colleagues and has been honored by his colleagues on several occasions for leadership and contributions to the industry.

The North Lake Tahoe Resort Association (NLTRA) is a 501(c)(4) non-profit public benefit corporation. The NLTRA is the largest destination marketing organization (DMO) in Placer County. We are partners with Placer County in the expenditure of Transient Occupancy Tax (TOT) generated in the North Lake Tahoe region of eastern Placer County in support of our mission to "promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area." Consistent with our adopted Three Year Marketing Strategic and Annual Marketing Plan, our eight

member marketing team is responsible for direct media advertising and promotion, leisure sales, conference sales, special events and programs, Web site management, and visitor information services. Our public relations efforts are conducted by contract with a qualified, experienced local firm. We participate in numerous marketing cooperatives designed to leverage and increase our marketing investments.

We have an active working relationship with the Placer County Tourism Council and Placer Valley Tourism, the other tourism organizations within Placer County and interact regularly with the Placer County office of Economic Development. As the Tourism representative on the Economic Development Board, I will coordinate with the leadership of our colleague organizations to ensure that county wide tourism perspectives are brought forward in Board discussions and actions.

