

## 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 Tahoe City Downtown 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 Tahoe City Downtown Association (TCDA) in the amount of \$65,000.

**BACKGROUND:** The TCDA was originally established to provide support for local business marketing. However, the Agency, residents, and businesses encouraged the TCDA to expand its role and work closely with the County in support of the Tahoe City Business Expansion/Attraction Strategy. As the business strategy has gained momentum, the TCDA 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 2008, the TCDA designed and produced a management plan and compiled assessment data for the proposed Property Based Improvement District (PBID) for downtown Tahoe City. The annual North Lake Tahoe Visitors Guide was prepared and distributed throughout the Sierra region. Production of exceptional events such as the Concerts at Commons Beach, the Heart and Solstice Festival, and the Solstice Sip and Shop are ongoing.

In the upcoming year, the TCDA 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, and continued participation, facilitation, and community education on local community revitalization issues. It is anticipated that the TCDA will be coming to the Agency Board to request authorization to conduct a community ballot on the PBID effort. In addition, the TCDA proposes to coordinate efforts for important community improvements, such as the Historic Tahoe City Walking Trail and the Tahoe City Gateway project. The TCDA will continue to operate following the Main Street model.

In October 2007, the Agency Board approved a services agreement with the TCDA in the amount of \$65,000. As the TCDA continues pursuing its goals and expanding its activities, the Agency proposes to continue funding these 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 TCDA 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 Tahoe City Downtown 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**

\_\_\_\_\_  
**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 Tahoe City Downtown Association in its efforts to implement the Tahoe City 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 Tahoe City Downtown Association in the amount of \$65,000.