



MEMORANDUM
COUNTY OF PLACER
OFFICE OF ECONOMIC DEVELOPMENT
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To: Honorable Placer County Board of Supervisors
From: David Boesch, County Executive Officer
David C. Snyder, Director of ECD 
Date: April 22, 2014
Subject: Presentation regarding the current status of the North Tahoe Business Association

Action Requested: None. Informational only.

Background:

NTBA's current mission statement is to improve the economic vitality and quality of life in the communities of North Lake Tahoe with specific focus on Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay. NTBA implements the Main Street Approach and accomplishes its mission through leadership, advocacy, collaboration, communication, marketing and special events.

Environmental Impact: None.

Fiscal Impact: None.

