

Interim contract proposed for Placer County, NLTRA

Placer County Board of Supervisors on July 25 is expected to approve a six-month transitional contract with the North Lake Tahoe Resort Association.

The contract would be effective from Aug. 1 to Jan. 31 for \$1,779,496. NLTRA would be responsible for marketing the North Lake Tahoe area, limited transportation and developing capital projects with the cooperation of the county.

The two entities have been at odds since the county earlier this year drastically altered the contract because it had a desire to have more control. The county also wanted to eliminate the middleman and go right to its constituents.

The meeting will be in Tahoe City starting at 9am.

– Lake Tahoe News staff report