

STAFF REPORT

BOARD MEETING DATE:

May 13, 2025

CATEGORY:

Regular Calendar 4

SUBJECT:

Adopt a resolution which designates the Shasta County Chamber of Commerce as Shasta County's destination marketing organization (Sponsored by Supervisor Kelstrom).

DEPARTMENT:

Board of Supervisors

SUPERVISORIAL DISTRICT #:

All

DEPARTMENT CONTACT:

Chris Kelstrom, District 5 Supervisor, (530) 225-5557

STAFF REPORT APPROVED BY:

Stewart Buettell, Deputy County Executive Officer

Vote Required?

Simple Majority Vote

General Fund Impact?

No Additional General Fund Impact

RECOMMENDATION

Adopt a resolution which designates the Shasta County Chamber of Commerce as Shasta County's destination marketing organization (Sponsored by Supervisor Kelstrom).

DISCUSSION

On April 1, 2025, the Board of Supervisors received a letter from the Shasta County Chamber of Commerce offering to become Shasta County's destination marketing organization (DMO), free of charge.

ALTERNATIVES

The Board could choose not to adopt the resolution, defer consideration to a future date, or provide alternate direction to staff.

OTHER AGENCY INVOLVEMENT

County Counsel has reviewed the resolution. The County Administrative Office drafted this report.

FISCAL IMPACT

Costs associated with preparing the resolution for the Board's consideration have been included in the Adopted 2024-25 Fiscal Year budget and there is no additional General Fund impact.

ATTACHMENTS:

1: Draft Resolution