



COUNTY OF NEVADA
COMMUNITY DEVELOPMENT AGENCY
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Building

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Public
Works

Economic
Development

Recreation

NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo

MEETING DATE: January 10, 2023

TO: Board of Supervisors

FROM: Trisha Tillotson, CDA Director

SUBJECT: Presentation on Truckee Chamber of Commerce current activities by new President and CEO Jessica Penman.

RECOMMENDATION: Receive the presentation on the Truckee Chamber of Commerce update of activities.

FUNDING: N/A

BACKGROUND: Founded in 1912, the Truckee Chamber of Commerce was incorporated in 1953. Their mission is to promote and develop local business and tourism while improving the community's quality of life.

The Chamber is the hub of the business community, keeping members informed, educated and connected. In partnership with the Town of Truckee, The Truckee Chamber of Commerce manages destination marketing for Truckee through a comprehensive marketing strategy and the California Welcome Center that assists over 100,000 visitors every year, offering valuable information and services for today's traveler.

The Truckee Chamber of Commerce is looking forward to introducing its new President & CEO Jessica Penman and presenting its first-ever strategic plan. This new strategic plan is informing a new strategic direction for the Truckee Chamber which will cement its place as an essential organization for businesses in Truckee and greater Nevada County.

Item Initiated by: Kimberly Parker, Economic Development Program Manager

Approved by: Trisha Tillotson, Community Development Agency Director