



**SPECIAL BOARD MEETING MINUTES**  
**Friday, March 18, 2011, 1:30 pm**  
**Tahoe City Public Utility District Board Room**  
**FINAL MINUTES**

**ATTENDANCE:** Ron McIntyre, Ron Parson, Deanna Gescheider, Wally Auerbach, Alex Mourelatos, and Barb Cohen. Tom Murphy, Roger Beck, and Phil GilanFarr participated by phone.

**STAFF IN ATTENDANCE:** Ron Treabess, and Kim Lambert

**OTHERS IN ATTENDANCE:** Kelly Houston

**A. CALL TO ORDER - ESTABLISH QUORUM**

The meeting was called to order at 1:37 pm by Chairman Ron McIntyre and a quorum was established.

**B. AGENDA AMENDMENTS AND APPROVAL**

1. Agenda Additions and/or Deletions
2. Approval of Agenda

**M/S/C (Auerbach/Gescheider) (8/0) to approve the agenda as presented.**

**C. CLOSED SESSION**

The Board adjourned to closed session at 1:44 pm

**D. RECONVENE TO OPEN SESSION**

The Board reconvened to open session at 3:07 pm. The Chair reported that the Board unanimously decided to offer the Chief Executive Officer/Executive Director position to Sandra Evans Hall.

**E. RECONSIDER BOARD DIRECTION TO RECOMMEND THE NORTH LAKE TAHOE MARKETING COOPERATIVE APPROVE RELEASE OF THE NORTH LAKE TAHOE REQUEST FOR PROPOSALS (RFP) FOR ADVERTISING AND MARKETING SERVICES**

At the March 2, 2011 Board of Directors meeting, the Board gave direction to staff to release the North Lake Tahoe request for proposal for advertising and marketing services. However, currently, the Board wants to hold off on releasing the RFP so that the potential new Executive Director can be involved. Andy Chapman believes that an extension of a year would be appropriate. This amount of time would give the potential new Executive Director time to get up to speed and participate fully.

**M/S/C – Parson/Kopley (8/0) to extend the current advertising and marketing services contract for up to one year as long as Placer County agrees that this action will not put the NLTRA out of compliance with the NLTRA/Placer County contract.**

**F. REVIEW AND APPROVAL OF LETTER TO TRPA FOR SUPPORT OF THE BOULDER BAY PROJECT**

Roger Beck expressed concern with recommending specific projects. Ron Treabess clarified that the letter to TRPA supports the project principles; it does not recommend the project.

**M/S/C (Cohen/Auerbach (7/0, 1 abstention – GilanFarr) (Director Beck left the meeting before the vote was taken.)**

**G. DIRECTORS' COMMENTS**

There were no Directors' comments.

**H. ADJOURNMENT**

The meeting adjourned at 3:20 pm.

Submitted by  
Kim Lambert  
Accounting and Human Resources Assistant