## CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE Minutes of the July 6, 2009 Meeting Page 1

A meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 6:00 p.m. on Monday, July 6, 2009 in the Carson City Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

**PRESENT:** Chairperson Robin Williamson

Vice Chairperson Shelly Aldean

Member Jed Block Member Gary Cain Member Mike Cowan Member Stan Jones Member Dan Neverett

**STAFF:** Joe McCarthy, Business Development Manager

Dan Doenges, Senior Transportation Planner

Jano Barnhurst, Recording Secretary

**NOTE:** A recording of these proceedings, the committee's agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record, on file in the Clerk-Recorder's Office. These materials are available for review during regular business hours.

- **A. CALL TO ORDER AND DETERMINATION OF QUORUM** (6:00:21) Chairperson Williamson called the meeting to order at 6:00 p.m. Roll was called; a quorum was present. Member Valenti was absent.
- B. ACTION ON APPROVAL OF PREVIOUS MINUTES (6:00:49) Member Neverett moved to approve the minutes of the February 11, 2009, and April 6, 2009 meetings as written. Member Cain seconded the motion. Motion carried 6-0.
- C. MODIFICATION OF THE AGENDA (6:01:25) None.
- **D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS** (6:01:38) None.
- **E. DISCLOSURES** (6:01:55) None.
- **F.** PRESENTATION BY CITY TRANSPORTATION STAFF REGARDING POSSIBLE DOWNTOWN WAYFINDING SIGNAGE STRATEGIES (DISCUSSION ONLY) (6:02:13) Chairperson Williamson introduced the item and Mr. Doenges reviewed the staff report which is incorporated into the record. He discussed that what RACC is looking for comes down to a matter of funding and aesthetics. Fourteen locations where chosen and he identified which signs are more map oriented. He explained that most wayfinding signage uses a combination of map and written directions with an arrow pointing in a particular direction. Cost is approximately \$750 to \$2,000 per sign depending on the type and there is a wide range based on style and taste. The hope is to generate ideas to see how much everyone would want to invest in this type of project and a lot is based on what can be done in-house regarding installation and best locations to place the signs. Maintenance should involve only an occasional

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cleaning. Some styles can be set up to change the map image for updating needs and seasonal events. In response to a series of questions, Mr. Doenges replied that he was focusing on pedestrian wayfinding. Parking is generally vehicular type signs and most municipalities have some of both that work in tandem with each other. He didn't include examples of parking signs but they can be explored in the future. He included in the cost estimate the map type sign at parking locations which is a directional sign to the parking lot and a map style sign to direct from there. He hasn't researched tag resistant materials, but will check with Public Works for recommendations. The style of the sign drives the cost; the map style is approximately \$2,000 and the directional style is about \$900 per sign with illuminated signs an additional \$600-\$700. Trailblazer signs are more for pedestrian traffic. Member Jones suggested placing two or three signs on Curry Street and suggested the locations of William and Curry; 5th and Curry; and Robinson and Curry; which could direct traffic in both directions. In response to another series of questions, Mr. Doenges replied that he plans to be consistent with the brand color scheme and logo but it would be up to the RACC as to how much of the design would be incorporated. In-house capabilities can handle a flat blade sign as opposed to a trailblazer sign as they require more decorative elements and sign manufacturers specializing in custom signs have more available to them. A couple of sign companies in Carson City may have the capabilities to do it. Chairperson Williamson sought direction from the RACC as to their preference of one or two sided signs or wrought iron vs. metal. Member Cain advised that stainless steel has a lot of advantages and resists tagging. It has a higher initial cost but would be a lot cheaper to deal with in the long run. It can also be etched and is nearly indestructible. Member Neverett opined that a stainless steel approach would be inconsistent with the look of downtown in terms of the wrought iron fence that has a more traditional look. Chairperson Williamson thanked Mr. Doenges for his assistance and presentation. She asked for some sample designs which would also give a better idea of the economic situation. Member Jones requested examples of both in-house and decorative blade signs. Chairperson Williamson suggested meeting with Mr. McCarthy and Ms. Duncan to discuss incorporating branding. Member Aldean thought it looks great. Chairperson Williamson asked that the item be added to the next meeting agenda.

DISCUSSION AND POSSIBLE ACTION ON A RECOMMENDATION TO THE RDA TO G. FUND A REQUEST BY THE CARSON CITY DOWNTOWN BUSINESS ASSOCIATION FOR AN ANNUAL UNDERWRITING STIPEND OF FIVE THOUSAND DOLLARS (\$5,000.00) IN SUPPORT OF THE ASSOCIATION'S VARIOUS ACTIVITIES (6:18:04) - Chairperson Williamson introduced this item and Mr. McCarthy read a letter from the Downtown Business Association (DBA) which is incorporated into the record. Chairperson Williamson invited anyone from the DBA to approach. Nicole Block advised that she is a member of the DBA, members pay annual dues, and they have put a lot of money from the wine walk and beer crawl to 're-up' on the glasses that are purchased in order to participate. The wine walk is the first Saturday and the beer crawl is the third Saturday of every month and both have grown tremendously, are very positive and good events to bring people downtown. Chairperson Williamson commented that it is private business using their own funds to create these events and the stipend would be a supplement to ongoing financial matters but not their sole source of income. Member Jones disclosed that he, Member Block and Member Cain are all members of the DBA. Member Block advised that they charge \$10 for the beer crawl and wine walk and the money goes into advertising. They usually sell about 100-175 glasses per event. The Horseshoe Club obtained a grant to pay for most of the passport and they're also using the Chamber of Commerce's billboard which the DBA has paid for as well. They've been very creative in trying to find revenue sources. In response to a question, Member Jones replied that the current budget is very limited and most of it goes into advertising. The passport is a very professional piece of

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material and lists all of the downtown businesses on Curry and Main Streets. In response to a question, Mr. McCarthy replied that there is an annual budget that provides underwriting for small organizations to help them put on an event or help with their operational activities and it has been done for many years. A small amount of public dollars can leverage a lot of private investment and help beef up not only their activities but reaching out for additional grants. "There's nothing better than putting in a grant application with public support and the City backing you." Chairperson Williamson commented that if an application is needed, RACC can work with the DBA for submission to RACC and the Redevelopment Authority (RA) for final action. A paper trail can be established if necessary. In response to a question, Mr. McCarthy replied that funds are available for the grant. In response to a question, Chairperson Williamson replied that the request is on a continuing basis and is included in the downtown redevelopment authority's budget every year which operates on a July 1 to June 30 fiscal year. She then asked for public comment and seeing none, entertained a motion. Member Cowan moved to grant the request for a one year basis with a report by someone next year as to how the funding has been used, what the success was, and exactly where the funds went before we grant \$5,000 in perpetuity. Member Neverett seconded the motion. Chairperson Williamson advised that the budgeting process is in February/March which will allow an opportunity for review. Motion carried 6-0.

- H. DISCUSSION AND POSSIBLE ACTION TO APPOINT A VICE CHAIR TO THE RACC (6:29:18) Chairperson Williamson introduced the item and advised that Shelly Aldean is the Vice Chair of the RA. Vice Chairperson Aldean advised that she became Vice Chair of the RACC by default. She expressed the importance of having a citizens' committee independent of the RA because they should be deliberating independently, coming forward with recommendations based on expertise, and providing the RA with guidance as members of the community at large and business community in the downtown redevelopment area. She expressed her willingness to step aside and noted the importance of having a member of the RACC serve in this capacity. Chairperson Williamson called for nominations of Vice Chairperson of RACC. Mr. McCarthy commented that a function of the Vice Chair is to chair a meeting in the event the Chairperson is unable to do so. Vice Chairperson Aldean nominated Stan Jones as Vice Chairperson. Member Cain seconded the nomination. Motion carried 6-0.
- **I. ADJOURNMENT** (6:31:41) Chairperson Williamson entertained a motion for adjournment. Member Cain moved to adjourn the meeting at 6:31 p.m. The motion was seconded and carried unanimously.

The Minutes of the July 6, 2009 Carson City Redevelopment Authority Citizens Committee meeting are so approved this 5th day of October, 2009.

DODINI WILLIAMSON Chairmanan