

CARSON CITY BOARD OF SUPERVISORS  
Minutes of the Special November 17, 2000, Meeting  
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A special meeting of the Carson City Board of Supervisors was held on Friday, November 17, 2000, at the Community Center Sierra Room, 851 East William Street, Carson City, Nevada, beginning at 9 a.m.

PRESENT:                      Ray Masayko                      Mayor  
   Kay Bennett                      Supervisor, Ward 4  
   Robin Williamson                      Supervisor, Ward 1  
   Jon Plank                      Supervisor, Ward 2  
   Pete Livermore                      Supervisor, Ward 3  
  
   Richard S. Staub                      Supervisor-Elect, Ward 4

STAFF PRESENT:    John Berkich                      City Manager  
   Kit Weaver                      Assessor  
   Alan Glover                      Clerk-Recorder  
   Noel Waters                      District Attorney  
   Al Kramer                      Treasurer  
   Gary Kulikowski                      Internal Auditor  
   Andrew Burnham                      Development Services Director  
   Sheila Banister                      Chief Juvenile Probation Officer  
   Walter Sullivan                      Community Development Director  
   David Heath                      Finance Director  
   Louis Buckley                      Fire Chief  
   Daren Winkelman                      Health Director  
   William Naylor                      Information Services Director  
   Sally Edwards                      Library Director  
   Steve Kastens                      Parks and Recreation Director  
   Bill Callahan                      Undersheriff  
   Charles Kellar                      Alternative Sentencing Chief  
   John Simms                      Juv. Probation Program Coordinator  
   Larry Werner                      City Engineer  
   Phil Herrington                      City Building Official  
   Tom Minton                      Deputy Finance Director  
   Ken Arnold                      Deputy Health Director  
   Tom Hoffert                      Utilities Operation Manager  
   John Flansberg                      Street Operations Manager  
   Jerry Mather                      Chief Deputy Sheriff  
   Verne Krahn                      Parks Planner  
   Liz Teixeira                      Administrative Assistant  
   Katherine McLaughlin                      Recording Secretary  
   Valerie Hill                      Management Assistant  
   Cindy Gower                      Management Assistant  
(S.B.O.S. 11/17/00 Tape 1-0001)

FACILITATOR:    Tyna Rush

OTHERS PRESENT: Convention and Visitors Bureau Executive Director Candace  
   Duncan, Senior Citizens Center Director Janice McIntosh,  
   Community Transportation Operations Supervisor Matt Konze,  
   Library Trustee Barney Diehl, David Morgan, and Mary Fischer

**CALL TO ORDER, ROLL CALL, PLEDGE OF ALLEGIANCE** - Mayor Masayko convened the meeting at 9:05 a.m. Roll call was taken. The entire Board was present, constituting a quorum. Mayor Masayko lead the

Pledge of Allegiance.

**CITIZEN COMMENTS (1-0024) - None.**

**1. REVIEW OF VISION STATEMENT AND MISSION STATEMENT (1-0026)** - Mayor Masayko welcomed everyone. Mr. Berkich explained the purpose of the session and introduced Ms. Rush. Ms. Rush reviewed the conduct guidelines for the session and the agenda. She emphasized the need to stay on the agenda in order to complete it within the established timeframes. The purpose and desired outcome statements were read. The Vision and Mission Statements were reviewed. Consensus supported retaining them as written.

**2. REVIEW OF PRIOR YEARS' BOARD GOALS (1-0244)** - Mr. Berkich reviewed with the use of the overhead projector the list of goals as established for the fiscal years 2000-01, 1999-00, and 1998-99 including an indication of those which had been completed or were being worked on. Discussion elaborated on the status of those in progress and revised the list by removing those items which had been completed or were no longer considered viable. Discussion emphasized the funding dedicated to and the commitment required to complete the juvenile facility phase II project. The kitchen remodel has been delayed due to the amount of construction occurring in the community. When a contractor is found, the project will be completed. Mayor Masayko directed that it be placed on the work in progress list. The budget process will determine the allocation of additional funding for it. Supervisor Bennett noted that when the City becomes an MPO it will be entitled to additional funding for health issues and urged the staff and Board to be cognizant of these funding opportunities. Comments noted the availability of CDBG funds in the amount of \$400,000 based on the MPO status. The Title 17 and 18 revisions are being completed and should be to the Board soon. They were placed on the work in progress list. The transportation master plan was left on the list due to the MPO requirements and the uncompleted status of the freeway. The uncompleted goals will remain on a list. The Board's goals as established this year are to be added to it.

**3. REVIEW AND UPDATE THE 2000 ENVIRONMENTAL SCAN (1-0609)** - Discussion corrected the name of "One Vision" to be "One Region". The list of strengths was amended to include focus on economic development; regional transportation programs which includes trails, freeway needs, PRIDE, etc.; the regional additions to the Carson Water Subconservancy; the Silver Springs Regional Juvenile Facility, which pointed out the State's support of regional programs; strong Lake Tahoe relationships regarding erosion control, redevelopment, and transit efforts; recreational and sports facilities; regional fire training facility; the new dispatch center; well maintained streets; expanded retail businesses; the level of professionalism and competency of the City staff; maturity and sophistication found in the City systems and processes; the mentoring program; civic involvement; the successful school bond election; the humane society's animal shelter program; Project Impact; a consolidated government; the CDBG entitlement designation; a successful census count; good State and Federal relationships; open government and citizen involvement through the committees and various non-profit organizations; a cohesive Board of Supervisors; the excellent school educational programs; the well-head protection program and similar community-wide environmental protection programs; Senior Center; cost effective City services and government; and cultural programs.

Discussion ensued on the City's weaknesses and removed school infrastructure, retained the second portion of the freeway, and amended adequate library facilities and services to be inadequate library facilities and services. Justification was provided for adding the following to the list of weaknesses: the lack of a centralized information system for telephone callers who are placed on hold; the lack of a long-term solution to the landfill operation; lack of real estate for future development; lack of effective influencing of policies on public safety/participation in national political policy making; lack of a system integration for information in the justice system; the lack of a staff technical training program on the various computer programs and enhancements; need for Development Services centralization; need for website improvements and improved accessibility; lack of information services and human resources; and increased internal auditing resources and management.

Discussion justified the following additions to opportunities: Hospital affiliation; completion of the Ormsby House remodel; upgrade to aging tourist facilities; redevelopment opportunities for land development at the highest and best use; regional land use and economic development; regional expansion of utilities; and regional tourism efforts including those involving the V&T railroad.

Discussion ensued on the following threats: California's Proposition 5 and its impact on Nevada gaming; development of the Azzimera industrial site; national and regional environmental regulations and legislative impacts; foreign commercial development; loss of State jobs to Las Vegas; economic slowdown; the HEPPA impacts; transportation gridlock; utility rate deregulation; foreign waste and its impact on the landfill; and growth in surrounding counties. Comments also removed from the 1998-99 list of threats the future of Public Works and State and Federal elections.

**BREAK:** A recess was declared at 10:50 a.m. The entire Board was present when Ms. Rush reconvened the meeting at 11 a.m., constituting a quorum.

**4. REVIEW AND UPDATE THE 2000 SITUATIONAL ANALYSIS (1-1847)** - Supervisor Williamson then limned the "One Region, One Vision" title change to "One Region", its purpose, goals, and benefits of working together as a region. Comments complimented Supervisor Williamson for her work on this concept and noted the similarities between its program and the previous discussion regarding Carson City and its future. Supervisor Bennett encouraged the City to commence articulating and publicizing Carson City's positive attributes. Comments encouraged continuing the City's participation at all regional discussions, including but not limited to those on transportation, and expanding the public relations efforts. Supervisor Livermore stressed the need to expand the CAT-10 broadcasting system to include other mechanisms than cable in order to provide additional access to government. Mr. Herrington also encouraged City staff to become more involved with the State in the development of its "capitol mall complex".

(1-2168) Supervisor Livermore and Ms. Duncan then limned the Convention and Visitors Bureau's mission statements and strategies. Comments noted the new gaming alliance established by Cactus Jack's General Manager Bill Hissam. Supervisor Bennett encouraged the Bureau to promote/advertise the City's recreational facilities.

**5. ACTION ON IDENTIFICATION OF CURRENT COMMUNITY ISSUES/NEEDS (1-2365)** - Mr. Berkich highlighted the fall survey. Its confidence factor was plus or minus five. The decreased response level was noted. The response to the optional personal data questionnaire was felt to be marginal. Supervisor Livermore suggested that the Chamber of Commerce undertake the same survey to verify the results. Mr. Berkich noted discussions he had had with Supervisor Williamson regarding using the same survey of the high school students. The public concern regarding transportation and the lack of trust in the City officials/employees was noted. Mr. Berkich pointed out the impact national issues have on this factor and agreed to revise the question. He agreed that the survey had not become sophisticated enough to be able to check the validity of the questions.

**6. ACTION ON PRIORITIZATION OF COMMUNITY ISSUES AND NEEDS (1-2535)** - Brainstorming listed items perceived as community needs/issues which should be considered in the prioritization process. Discussion under this process removed from the 11/19/99 strategic planning session the Health on-call staff program and a GIS staff person. Dots were distributed to staff and the public who placed them on the sheets to indicate the individual's priorities. During this process the Board discussed Agenda items 7 and 8.

(2-0097) The priorities established by the staff and visitors were read. The Board Members were then given dots and voted on their priorities.

During this process discussion ensued on the delta for the process. It stressed the need to maintain tighter control on the discussions and timing; use of another voting process; inclusion of cost estimates for the each of the items and its ability to determine the priority ranking; and justified having the Board establish its own priorities separate

from the public and staff ranking. Board comments thanked the audience and staff for attending and participating.

(2-0260) The Board's ranking established the following priorities: Implementation of the Public Safety Master Plan; Information Services training; staffing for economic development; pro-active response to drugs; regional economic development/land use; Community Center; V&T Railroad; library staffing; and internet development. Discussion indicated that storm drainage is an on-going item currently being worked on. The Board priorities are to be included within the next fiscal year's budget. Comments also explained that the process related to pro-active response to drugs had not been restricted to illegal drugs or programs. The Board should be the community leader in considering comprehensive programs and procedures. Mayor Masayko asked that the funding for this program be developed as a functional line item which would allow the Board to determine the costs rather than have it hidden within each Department. Concerns regarding this proposal were noted and included the unknown impact programs could have on different Departments. Mr. Berkich agreed to fund the program from his office. Mr. Morgan espoused his belief that the program did not need to be under one Department. Supervisor Bennett asked District Attorney Waters to elaborate on his thoughts regarding the program in a "white paper". Mr. Waters agreed to do so so long as it was not restricted to his perception.

Supervisor-elect Staub then explained his reasons for feeling that audit management and internal resources should be added to the list of priorities. Mayor Masayko directed that they be added.

**7. REVIEW AND ACTION ON IMPROVEMENTS TO THE BUDGET CREATION PROCESS (1-3267)** - Mr. Berkich reviewed the proposed budget schedule and the revised process which would consider only significant changes to last year's data. Labor contractual changes will be added to last year's budget. Comments suggested development of a streamlined capital improvement project request form. Comments indicated that if a Supervisor wished to review a specific budget in more detail than the revised process allowed, it could be agendaized. Board consensus directed that the Community Service Grants be considered during one evening session without any other agendaized items. Staff comments suggested the process be revised to be a true two year budget rather than the "one plus one" program. Mr. Berkich suggested that this policy be considered after the budget is finalized. Statutory restrictions prohibiting the Board's approval of a two year budget were noted. Mr. Berkich indicated a willingness to analyze the internal review process and modify it accordingly.

**8. REVIEW AND ACTION OF AND CHANGES TO EXPENDITURES WITHIN THE BOARD'S BUDGET (2-0001)** - Discussion noted the Charter revision adjusting the Mayor's salary. Funding for the legislative expenses may need to be revised. Reasons for having the legislative reception at the City Hall were noted. The Chamber of Commerce had purported expressed a desire to have a regional reception rather than participate in the legislative reception. Mayor Masayko directed that the line item be increased to \$10,000. Board consensus directed that the function be held at the City Hall.

**OTHER MATTERS (2-0485)** - Ms. Rush thanked the Board, staff, and the public for having had the opportunity to work with them. Mr. Berkich invited the public to stay for the afternoon session and to partake of the refreshments. He also thanked Supervisor Bennett for her leadership and assistance during her tenure on the Board and welcomed Supervisor-elect Staub to the Board.

**BREAK:** A recess was declared at 12:50 p.m. The entire Board was present when Mayor Masayko reconvened the session at 1:30 p.m., constituting a quorum. Staff members present included: City Manager Berkich, Assessor Weaver, Treasurer Kramer, Development Services Director Burnham, Community Development Director Sullivan, and Undersheriff Callahan. Others present were: Northern Nevada Development Authority Executive Director Kris Holt, Sierra Pacific Power Business Development Representative Vince Goicoechea, Chamber of Commerce Executive Vice President Larry Osborne, and David Morgan.

**9. ECONOMIC DEVELOPMENT WORKSHOP (2-0510)** - Mr. Berkich introduced the ad hoc committee which had been discussing economic development who were not present. The committee members who were

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present and the Board introduced themselves. Mr. Berkich briefly described the purpose of the committee and its accomplishments including POLICOM's economic study of Carson City. Supervisor Livermore noted the economic concerns created by the possible loss of Walmart. Mr. Berkich indicated that these concerns will be discussed later.

Mr. Holt presented the POLICOM Study. (A copy is in the file.) He also displayed video tapes taken of Mr. Fruth's presentation. (A copy was given to the Clerk for the file.) Mayor Masayko displayed a copy of Mr. Fruth's statistical report on the economy of each Nevada county which had been presented to the Nevada Association of County Officers. Mr. Holt then explained the reasons for having the study performed, its purpose, and highlighted the Carson City report. Discussion noted the type of firms submitting inquiries regarding the community and its economic factors, NNDA's ability to screen them, reasons which caused the number of inquiries to jump at different times, justification for seeking high value/high wage companies, the need for the City to create and maintain a business friendly atmosphere, the average loss of earnings per worker report, the need to halt retail leakage to surrounding counties, and the City's limited amount of undeveloped land. Mr. Holt emphasized the need for the City to continue to work with businesses due to the impact its rules create on regulations which impacts taxes which, in turn, impacts the City's rules. His recruitment efforts were summarized and supported his contention that the City should continue to strive to create a friendly environment for its businesses in order to keep the firms it has. This helps recruit similar businesses.

Mr. Berkich and Mr. Holt then introduced Mr. Goicoechea. Mr. Goicoechea explained the need to develop maps displaying utility pods. Developers and relocating businesses use the map to tell at a glance the type of services available in the community at certain locations. Colored maps illustrating these pods were distributed. (A copy is in the file.) The executive summary for each pod details the actual utilities available within that pod. This information in connection with the regulations which will be imposed, the availability of land for development at that location, and the timeframe required for the relocation is used to rank the community against others. Mr. Berkich thanked Mr. Goicoechea for Sierra Pacific's assistance in developing the City's strengths and weaknesses in its economic development program. The program can be updated as changes occur in the future. Comments pointed out the restricted amount of land available for industrial development. Mr. Sullivan explained that approximately 50 percent of the industrially zoned area and approximately 25 percent of the commercially zoned area are available in the community. Portions of southern Carson City may not be zoned appropriately to provide the highest and best land use possible. Discussion indicated that this issue needed to be discussed further during the budget process as should reconsideration of the master plan. The development possibilities for the area now used for the west golf course illustrated the question of highest and best use of City owned property in addition to the political questions of government roles in recreational activities.

(2-1725) Mr. Berkich then summarized the status of known current/planned retail, commercial, industrial and governmental development projects. Mr. Berkich indicated that a review of the sales tax figures for construction materials is being conducted in view of the amount of growth/expansion which has been occurring throughout the community. Mr. Sullivan explained that the report which Mr. Berkich had summarized was part of the business summary which he had given the Board sometime ago. (Copies were distributed to the Board. A copy was not given to the Clerk.) He felt that the major project review program was successful and would continue to review between 35 and 40 projects a year. An annual update of the business summary on a calendar basis is planned. Mr. Berkich continued his summary. Supervisor Williamson included the hospitality house. Mr. Berkich then explained the status of the Walmart relocation efforts and reasons it wished to relocate. Shelley Aldean elaborated on comments which had been made by Walmart. The efforts to keep them were noted and will continue. Mr. Sullivan also explained the comments made by Costco regarding the City's regulations and staff's friendliness and willingness to assist them in their development of a Carson City parcel. This attitude will help the City with future developers and businesses. Mr. Burnham pointed out the ease with which the staff had been able to work with Costco, its adaptability, and quick responses when questions arose.

Mr. Berkich then distributed a draft North Douglas County Specific Plan map. (A copy is in the file.) He explained a potential memorandum of understanding between Carson City and Douglas County regarding the performance of a feasibility study on the proposed development plan for the area between Highway 50 and Jacks

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Valley Road. The memorandum may be submitted to the Board within the next 60 days. Board comments emphasized that the final result should be a win-win for all parties including Carson City water and sewer users. This concept should provide a sustainable economic resource for both counties without regard for the boundary line and avoid the competitive atmosphere seen during the search for a Costco site. Mr. Berkich indicated that the study would include infrastructure, services, fiscal policies, and growth management issues in a regional plan. Comments also emphasized the change in political attitude which had been occurring and noted the benefits of the regional program. It was felt that a similar approach should occur with Lyon County although it may take time to develop.

(2-2294) Discussion ensued concerning the impact of Governor Guinn's plan to develop more of the Capitol Campus and termination the office rental program including its potential cost and timeframe. Comments also pointed out that this program may reduce the threat to relocate positions/functions to southern Nevada.

(2-2389) Mr. Berkich sought direction from the Board concerning the development of an economic development strategic plan and its planning areas along the freeway. Specific development opportunities were noted to illustrate these potentials. Comments supported the development of the Douglas County memorandum of understanding and the potential for a similar program with Lyon County. The need to develop the necessary legislative process was pointed out. These programs should be analyzed by the Attorney General/Secretary of State. Mr. Berkich indicated that the Legislative Council Bureau and State Taxation had reviewed the concept and were comfortable with the suggested concept. Current Statutes could be used to develop the concept without requiring additional enabling legislation. If it is determined that additional legislation is required, legislative support will be obtained. Comments also indicated that the trap range as well as the entire golf course area is being studied to determine the highest and best use of the land. Supervisor Livermore supported having the study conducted. Supervisor Plank also pointed out the need to extend the sewer service to this area and to create a comprehensive infrastructure program for that area which should include water. Mayor Masayko suggested the program include a process for reimbursement to the utilities for installation of these improvements. Lyon County needs should also be considered in the plan. Supervisor Bennett explained that the Subconservancy is already developing plans for that area. Mr. Burnham felt that only water service had been included in its plan. Funding has not yet been provided but is being developed. Discussion supported continuing the program with the addition of sewer facilities.

Mr. Berkich then briefed the Board regarding Fuji Park including development potentials and the search for a better location for it. Consideration of Stewart and its parking concerns were limned. Tom Metcalf explained his review of Stewart building plans dated in the 1920s. Renovation of the Stewart buildings is being considered. Mayor Masayko iterated his feeling that the fairgrounds could be relocated. Comments indicated that the Douglas County plan included a park site, which with a joint use program, could be feasible. Comments also suggested that the V&T railroad be tied to the fairgrounds/park which would require a location on the east side of the City or extending the railroad lines from Brunswick Canyon.

Board comments supported retention of a consultant to develop a strategic plan. Mayor Masayko spoke against a six figure contract and a 120 day completion date. He also suggested the use of CDBG funds obtained as a result of being an entitlement community for economic development. It may be necessary to borrow the funds from another source until repayment can be made by the CDBG. He reminded the Board of the commitment made to the Fuji Park users and expressed a desire not to use these funds if at all possible. Mayor Masayko agreed to using the park funds for geo-technical matters related to relocating the park. Supervisor Livermore suggested that the interest earned from the land sale to Costco be used to perform a portion of the studies. He also questioned the type and number of studies which would be required. Ms. Aldean described the type of study performed by the Urban Land Institute (ULI). Its study should be used to supplement POLICOM's and the development pods. Mayor Masayko felt that the business plan study should be brought back for further discussion. Supervisor Bennett indicated the process could provide a good opportunity to analyze all options through an outsider's eyes. The cost for this study should be considered as an investment in the future. The returns should provide guidance for the next ten years. Mr. Metcalf explained the Builders Association's of Western Nevada support for the ULI study and willingness to help pay a portion of the cost. Mr. Osborne explained the Chamber's willingness to help

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fund the ULI study. Its study should analyze the community and indicate the strengths and weaknesses perceived. The study could then be used like a road map for the future. (3-0048) Mayor Masayko supported his concept and opposed a report which would only consider the bureaucracy and its weaknesses. The solution should contain private participation. He asked that the RFP include this requirement. Mr. Sullivan pointed out the lack of an economic development master plan and the need for one to be created. Mr. Holt felt that ULI would tie everything together for the community and stressed the importance of having all of the participants buy into the final program. The results could be used as a marketing tool to the advantage of the entire community. Supervisor Williamson felt that a City funding source had been identified and that it would be matched with private funding. The stakeholders will develop an RFP or support the use of ULI. The process would, however, require time and could take as long as 18 months. Mayor Masayko agreed that the study should not be a Board project but one driven by the stakeholders. It should be handled by the steering committee with City Manager's review and approval of the expenditure(s) by the Board. Supervisor Plank felt that an economic development master plan was needed and would be supported by the study. Supervisor-elect Staub supported retention of an outside consultant for this purpose. Board comments indicated that an executive summary should be provided as part of the final document(s). Mr. Metcalf elaborated on his support for retaining ULI.

Discussion ensued concerning the need to have an economic development team, its membership, goals and suggested timetable. Incentive programs should be analyzed carefully and weigh both the pros and cons before implementation. Mayor Masayko felt that the team should be self-directed and not established by the Board. The current membership contained an appropriate understanding of talents and resources. The size is manageable. Its ability to communicate is good. No changes were made. CDBG funds should be used to support the effort.

Mr. Berkich then suggested retention of a contractor to handle Costco, Walmart, etc., economic/redevelopment efforts. The individual would not replace staff but would be a supplement to it. Mayor Masayko asked for more details concerning this concept including a work plan. Funding from CDBG could be possible. He also felt that once the study is completed, the Board would need to determine the City's role and resources which should be committed. This second phase could not be made at this time. Supervisor Williamson pointed out the Board's commitment to economic development as indicated in its third goal as established this morning and by a potential bonus which Mr. Berkich could receive. Additional resources should be considered in the future. Supervisor Plank noted that the plan provides both short and long term goals. Maintenance would also be required to keep it on track and moving forward. Mayor Masayko agreed and stressed his objection to having the maintenance program expanded to support an entire City Department. He hoped that a better method could be provided and challenged the team to find it. Mr. Berkich pointed out the economic funding currently provided by the Board including NNDA. An analysis of this funding should be undertaken.

Mr. Berkich thanked staff, Board, and public for their support and participation. Mayor Masayko thanked the team for its efforts and urged them continue their dedication toward a viable final product.

There being no other matters for consideration, Supervisor Livermore moved to adjourn. Supervisor Plank seconded the motion. Motion carried 5-0. Mayor Masayko adjourned the meeting at:10 p.m.

NOTE FOR THE RECORD: This was the only formal action taken during the entire session. A tape recording of these proceedings is on file in the Clerk-Recorder's office. This tape is available for review and inspection during normal business hours.

The Minutes of the Special November 17, 2000, Carson City Board of Supervisors Workshop

A R E S O A P P R O V E D

ON \_\_\_\_\_ March 1 \_\_, 2001.

\_\_\_\_\_/s/\_\_\_\_\_

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Ray Masayko, Mayor

ATTEST:

/s/ \_\_\_\_\_  
Alan Glover, Clerk-Recorder