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**Carson City  
Agenda Report**

**Date Submitted:** September 24, 2013

**Agenda Date Requested:** October 3, 2013  
**Time Requested:** 25 minutes

**To:** Mayor and Supervisors

**From:** City Manager

**Subject Title:** For Possible Action: To accept the North Carson Street business owner's revitalization plan and direct staff to review the plan and report their findings to the Board of Supervisors at the earliest time feasible. Presentation and discussion by Jaswinder Dhama, CEO and Director of Operations, Holiday Inn Express & Suites, for the North Carson Street business owners on a street corridor revitalization plan consisting of three major components - Business District Enhancements, Infrastructure Improvements, and Beautification. (Larry Werner, City Manager)

**Summary:** On Tuesday, September 3, 2013, a group of business owners attended a meeting at the Holiday Inn Express & Suites hosted by Jaswinder Dhama to discuss ideas, plans, and issues related to elements of a successful revitalization of the North Carson Street business district (Exhibit A). Based on comments received at this meeting, Mr. Dhama has developed a written plan that is included in your agenda packet (Exhibit B). This plan contains many ideas for business district enhancements, infrastructure improvements, and beautification.

**Type of Action Requested:** (check one)

- Resolution                       Ordinance  
 Formal Action/Motion               Other (Specify)

**Does This Action Require A Business Impact Statement:** ( ) Yes (X) No

**Recommended Board Action:** I move to accept the North Carson Street business owner's revitalization plan and direct staff to review the plan and report their findings to the Board of Supervisors at the earliest time feasible.

**Explanation for Recommended Board Action:** As stated in the summary, the North Carson Street business owners held a meeting at the Holiday Inn Express & Suites to develop ideas for a Business District Revitalization Plan. Some of the ideas that were discussed included aesthetic themes, visual and landscape improvements to enhance the district's appearance, new sidewalks and bicycle lanes, infrastructure improvements, and street lighting for safety. This action will provide an opportunity to present the plan to the Board of Supervisors and, if accepted, the Board can direct staff to review the plan's elements and report back to Board with a recommendation on the plan.

**Applicable Statute, Code, Policy, Rule or Regulation:** N/A

**Fiscal Impact:** At this point, no fiscal impact other than staff time.


**Explanation of Impact:** N/A

**Funding Source:** N/A

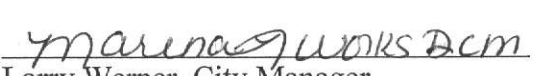
**Alternatives:** Not accept the plan.

**Supporting Material:**

- Business Neighbor Invitation Letter (Exhibit A)
- North Carson Street Business Owner's Revitalization Plan / Jaswinder Dhami Letter (Exhibit B)

Prepared By:  Date: 9/24/13  
Vern L. Krahn, Park Planner

Reviewed By:  Date: 9/24/13  
Roger Moellendorf, Parks & Rec. Director

 Date: 9/24/13  
Larry Werner, City Manager

 Date: 9/24/13  
District Attorney's Office

 Date: 9/24/13  
Finance Department

**Board Action Taken:**

Motion: \_\_\_\_\_ 1) \_\_\_\_\_ Aye/Nay  
2) \_\_\_\_\_ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
(Vote Recorded By)

Thursday August 29, 2013

Dear Business Neighbor,

My name is Jaswinder Dhami and I am the Director of Operations of Holiday Inn Express & Suites Carson City. I also serve as the Board Member of the Carson City Convention and Visitor's Bureau. I am writing this letter in order to invite you to attend a very exciting meeting where I will inform you about significant proposed redevelopment upgrades to all areas of Carson City.

As you may be aware there has been a great deal of discussion about revitalizing downtown Carson City, especially with the anticipated expansion of the I-580 freeway to Highway 50 West in just a few short years. Well, I have good news, that revitalization discussion now includes all the major areas of Carson City – including our area.

I had the opportunity to attend meetings hosted by two of our Board of Supervisors, Karen Abowd and Brad Bonkowski. Supervisors Abowd and Bonkowski, along with representatives from Parks and Recreation and Public Works, presented ideas and plans for redevelopment received from Public Works, business groups, and public input, such as improved traffic flow, new sidewalks and bike lanes, street lights and upgraded landscaping to the major sections of Carson City.

During our meeting, I will share those plans with you, discuss how we can work together to ensure that our voices are heard with regard to the importance of the revitalization of North Carson City, and determine how our local public officials can assist us in our efforts to improve our location with the ultimate goal of increasing business activity.

Please join me on **Tuesday September 3<sup>rd</sup>** from 9:30 am to 10:30 am in the Arrowhead Room at the Holiday Inn Express. Please RSVP to me at [Jasdhami2@gmail.com](mailto:Jasdhami2@gmail.com)

I greatly appreciate your consideration and hope that you are able to attend.

Jaswinder Dhami

CEO & Director of Operations, Holiday Inn Express & Suites  
Member, Carson City Convention and Visitors Bureau Board  
[Jasdhami2@gmail.com](mailto:Jasdhami2@gmail.com)

**Exhibit A**