Special 7/21/05 Joint Meeting with the Carson City Redevelopment Authority Citizens Committee - Page 1

A special joint meeting of the Carson City Redevelopment Authority (RA) and the Carson City Redevelopment Authority Citizens Committee (RACC) was held during the regular session of the Carson City Board of Supervisors on July 21, 2005, at the Community Center Sierra Room, 851 East William Street, Carson City, Nevada, that began at 8:30 a.m.

RA MEMBERS PRESENT: Chairperson Robin Williamson and Members Mary Teixeira, Shelly

Aldean, Pete Livermore, and Richard S. Staub

RACC MEMBERS PRESENT: Chairperson Robin Williamson, Vice Chairperson Sally Zola, and

Members Jed Block, Don Bruce, Mike Cowan, Stan Jones, Janice

Shafer, Gigi Valenti, and Jim Wallace

STAFF PRESENT: City Manager Linda Ritter, Finance Director Tom Minton, Rede-

velopment/Economic Development Manager Joe McCarthy, Deputy District Attorney Mary Margaret Madden, Recording Secretary Katherine McLaughlin, and Deputy Economic Development/Re-

development Officer Angelo Barosso (3-1119)

See Board of Supervisors Minutes for this date for discussion/action on the other Agenda items. 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.

## JOINT MEETING WITH THE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE -

Mayor Teixeira reconvened the Board of Supervisors session at 6:04 p.m. Chairperson Williamson convened the Redevelopment Authority Citizens Committee meeting and took roll. A quorum of the Committee Members were present although Member Valenti did not arrive until 6:06 p.m. Mayor Teixeira explained the purpose of the meeting and passed the gavel to Chairperson Williamson. (The entire Redevelopment Authority was present, constituting a quorum. Roll call was not taken.)

Chairperson Williamson explained the Authority's decision to freeze the bond proceeds. Mr. McCarthy limned the agenda for this evening's meeting. (During his explanation, RACC Member Valenti arrived—6:06 p.m. The entire Committee was present, constituting a quorum.) Mr. McCarthy then gave a computerized slide presentation explaining the incentive projects and suggesting tasks the Committee may wish to assume. (Copies of the slides are in the file.) RA Member Teixeira explained his involvement with the development of the Redevelopment District and establishment of its incentive program. Comments indicated the list of projects that Redevelopment had accomplished had not included the Downtowner Motel. RA Member Aldean explained her involvement with Mainstreet and the signage it had created for the downtown area. She suggested that Redevelopment not attempt to change the signage until the City controls Carson Street. Mr. McCarthy explained his desire to immediately commence the planning and design of the new signs. He hoped that the signage could start with the Capitol Complex. He did not believe that the City should wait until Carson City has responsibility for Carson Street. Discussion corrected the Kitzmeyer Building's name to be the Sprouse Reitz Building. Discussion indicated that there is \$1.2 million in bond funds remaining. One million dollars has been earmarked for a garage. One hundred thousand dollars has been committed to the renovation of the former Lucky Spur. Other projects that have encumbered the remaining bond funds were

Special 7/21/05 Joint Meeting with the Carson City Redevelopment Authority Citizens Committee - Page 2

noted. The resolution establishing the Committee will have to be revised to include any new task assignments. Mr. McCarthy recommended more joint meetings between the Authority and Committee with regular staff reports on the Committee's activities and project status reports.

RA Member Staub advised that the Authority had previously suggested expanding the Redevelopment District toward Winnie Lane, granting funding for "true incentives" rather than just for "pounding nails", to look for and plan a large project, and that the issue of a need for a parking garage be fully and completely analyzed and a decision made regarding it. Discussion ensued between the Authority and Committee regarding these items. Comments questioned the justification for expanding the District if funding is not available and the distance that a State or any employee will walk to a parking garage. RACC Member Jones suggested that \$500,000 of the remaining \$1 million be allocated toward conducting a study on the need for and location of a garage. The balance of the funds should be used for truly incentive programs. RACC Member Bruce supported his comments. Discussion explained that expanding the District could provide additional funding for incentives. RA Member Aldean expressed her belief that other incentive programs could be used to help redevelop the area. Synergism could be created by a major catalytic project. The reins of control need to be turned over to the market. A "mainstreet" program should be activated. Comments pointed out that the freeway should remove nonresidential traffic from Carson Street. A plan for keeping the area vital and economically viable needs to be developed and started before the freeway opens. Mr. McCathy indicated that there is \$100,000 in the budget to do infrastructure improvements, such as designing Carson Street. Discussions with Winston and Associates should occur about this opportunity. The Committee could serve as a focal point for community feedback on what it wants to see and how to design the plan which will eventually be included in the City's comprehensive master plan. He felt that development of this plan should be a top priority for the Consultants-McCleary and Winston and Associates. Staff is now in the process of reviewing the scope of work for them. They may be on the ground in late August or early September.

RACC Member Shafer explained her knowledge of developers who want to know if the District will be expanded to include Highway 50, what its development criteria is, and whether mixed uses will be allowed in that area. Potential plans for the current Scolaris shopping center were briefly limned to illustrate their interest.

RACC Member Cowan explained his feeling that businesses like the historical improvements, i.e., the lighting, that was started in the downtown area. These projects need to be completed before moving to other projects.

Chairperson Williamson explained that the decision to expand the District should be made during the meeting. The Authority will determine when it is to occur. She agreed that Highway 50 also needs improvements. She advised that the budget includes \$15,000 for a director/energizer. She suggested that a business group be established in the downtown area. It will allow Redevelopment to concentrate on infrastructure improvements. The business group will concentrate on special events, dances, concerts, and activities to draw crowds to the area. RACC Member Block explained the reasons he felt that the Downtown Carson City Business Assoc. had failed/disbanded. It has \$2,800 in a bank account which could be used to accomplish its goals. It was an established nonprofit incorporated organization. Changes that will be made in the area in the near future were listed to illustrate his belief that improvements are occurring. The need to make street and sidewalk improvements were limned. He suggested that Redevelopment work with the City to make these

Special 7/21/05 Joint Meeting with the Carson City Redevelopment Authority Citizens Committee - Page 3

improvements happen. He also pointed out that a comparison of the downtown area to photographs of it since the 1930's clearly indicates that the area is in the best shape it had ever been in. Mr. McCarthy suggested that a consultant be selected to create bylaws, recruit, and establish a bonafide downtown business association.

RA Member Staub felt that a three to five year plan should be developed with established guidelines for accomplishment. Qualification criteria should be established delineating the incentive purposes and uses. Guidelines defining the Committee and Authority's responsibilities should be developed. The guidelines should include financial responsibilities. If ordinances/resolutions are needed to implement these guidelines, they should be submitted to the Board for adoption. Discussion indicated that a subcommittee should be created to develop these guidelines and procedures. Mr. McCarthy supported the approach and pointed out that the Legislature had approved enabling legislation that provided for economic development and funding. Larger impact projects may need this support and are developer driven. They are, however, proprietary driven by the market place and will require assembling a number of parcels by acquisition or participation of the property owners.

RA Member Teixeira felt that the incentives should be driven by need and results. Funding should not have to be given for any and all projects. A project that generates taxable sales is more viable and should be considered in addition to any cosmetic improvements that may be provided. The project should stimulate foot traffic that may enhance and stimulate other business interests. As the funds had been frozen, discussions with potential developers have not occurred. He hoped that this meeting will get momentum going again and that the Committee will have a larger role in helping the Authority make decisions in the future. The Committee has the time, desire, and expertise necessary to provide the focus, charge, and catalyst. Guidelines directing them are needed. Once the criteria is established, it will provide the ability for them to be on the same page of music and move forward. He did not want to see the Committee approve a project and the Authority deny it. The Committee is a vital asset and should actively participate. (RA Member Teixeira stepped from the room at 6:49 p.m. and returned at 6:53 p.m. A quorum of the Authority was present.)

RA Member Livermore pointed out that none of the projects undertaken in the last 12 to 13 years had been anchor projects. All of them were upgrades to buildings. He urged the Committee to consider larger projects. (3-2000) RACC Member Valenti explained that the ceiling for the financial incentive was 20% of the total project costs or \$100,000. She also explained that the projects must come to the Committee. There have been lots of discussions about a larger project but little action. She objected to funding projects that the owner can do without the Redevelopment funds. The Committee had lacked the necessary criteria to prohibit such funding. Several months ago the Committee had developed guidelines regarding foot traffic and facade improvements. A checklist was created to indicate if the project does or does not meet these guidelines. She asked that the Authority provide the needed criteria for the Committee to add to the guidelines. She supported having criteria delineating a financial need. Her interpretation of the Authority's direction is that the Committee should not be a passive review board that considering only the project. The Committee should actively market to the downtown property owners.

Chairperson Williamson explained Mr. McCarthy's active promotion of the incentive program. This effort had created improvements in the downtown area. People who take on the downtown historical structures always find unforseen costs/surprises. For this reason she believed that their efforts should not be stopped

Special 7/21/05 Joint Meeting with the Carson City Redevelopment Authority Citizens Committee - Page 4

in the beginning.

RACC Member Cowan then explained that the Committee had made several "uncomfortable decisions" regarding the criteria. He hoped that additional discussions occur or that a subcommittee is established to finalize the criteria/guideline issues. RA Member Teixeira supported having additional meetings. He felt that the Committee's expertise is needed particularly when he discusses with potential investors opportunities in the community. He agreed that the Committee did not need to actively solicit investors/developers. He does want to provide the Committee with the latitude to create the best projects possible for the community. If the criteria is there, the Authority will support whatever project the Committee advances.

Mr. McCarthy advised that Winston and Associates had recently completed the State inventory of its parking. They can and will assist the City in creating a design for the downtown area as part of the comprehensive master plan effort. He reiterated his hope that the Committee will be able to function as the focus group for this effort.

Mr. Block felt that the results have never been considered in the evaluation process prior to this time. The needs of the past are different from those of today. He suggested that the results require bringing in more money rather than having a cap on the amount of incentive available or the size of the project. If a large project will provide a huge result for the Authority, it should work. The incentive should be based on the potential results.

RA Member Aldean felt that the criteria that was developed in May was a good start. She suggested that stimulating sales tax be added to the list and the listing be weighed. For example, facade improvements are important but not as important as sales tax revenue. One large sales tax project will provide funding for other projects. She was interested in seeing what projects materialize without the incentives. She believed that the market will and should take over based on the improvements that have occurred in the downtown area.

RA Member Staub explained his belief that the need for a project should be considered in the criteria. Ten projects costing \$10,000 each in incentive funding may provide the same result as one project that costs \$100,000 in incentive funding. There must be a balance between results obtained and benefits of the incentive. The Lucky Spur was cited as an example that addressed a blighted building. Sales tax results were not considered. Some people have exhausted all of their financing just to find another problem that must be addressed in order to complete the project. He agreed with RACC Member Jones, the lighting improvements in the downtown area have attracted investors. All factors must be considered in order to have a comprehensive Redevelopment package. He also indicated that the Authority did not want to freeze all of the funds for one large project. If the project is exemplary, Redevelopment should consider it. The funding for the parking garage should not be spent until due diligence has been performed that makes a final determination on the need for a garage. The original concept was to partner with the State on a garage. It is also possible that one or more businesses, developers, or property owners may wish to participate with either land or financial support in this project.

RA Member Teixeira explained the tax revenue generated by food establishments is higher than some other uses. He felt that the need for the proposed use should be included in the criteria mix as well as the amount of tax revenue that could be generated. He also felt that the City could not build a parking garage without a

Special 7/21/05 Joint Meeting with the Carson City Redevelopment Authority Citizens Committee - Page 5

partner. He supported establishing a subcommittee to meet and establish the guidelines. A meeting should be held after they are created. Volunteers were solicited to serve on the subcommittee. They were: RACC Members Cowan, Jones, Valenti and Wallace and RA Members Staub and Aldean. Mr. McCarthy and Ms. Barossa will coordinate the meetings.

Comments supported RACC Member Jones' desire to complete the lighting project which had been started many years ago. Discussion explained that Development Services is developing a program to incrementally assist with sidewalk improvements and meeting the ADA and other Federal requirements. RA Member Teixeira suggested that the businesses partner with the City in this effort. If a business/property owner does not wish to participate, a fine should be levied. Discussion explained the current sidewalk improvement standards for new/remodeled developments. Chairperson Williamson explained that this program is the reason there are new/improved sidewalks and then areas without any sidewalks. The improved sections need to be tied together for safety reasons and pedestrian enjoyment of the historical district.

RACC Member Jones felt that, if a downtown business association is being established, it should consider having large events, e.g., Carson Valley Days. He suggested that the part-time director coordinate the association's meetings. Mr. McCarthy suggested that the Committee assist with the selection of this individual and with jump starting the association/activities. Mr. McCarthy indicated that the criteria/job description for this individual could be developed at the next Committee meeting. The Committee could interview three to five applicants. Limited funding for creating the association is available. Potential duties were listed. It may be possible to obtain sponsorships to broaden the budget and, perhaps, have a paid staff member. RA Member Teixeira encouraged them to invite the major players, including the gaming establishments and the State, to participate in the association.

The Committee then indicated, by nodding, a willingness to participate in the design process for the creation of a downtown business plan and a signage program. RA Member Teixeira again encouraged them to include other players in the process. Comments encouraged Mr. McCarthy to not spread the Committee members to far. Their role/activities should be established and priorities assigned to ensure successful programming. Mr. McCarthy felt that the some programs will take a variety of different times to complete. RA Member Teixeira encouraged the Committee to stay focused, expand, and develop a long range plan. No formal action was taken or required.

ANNOUNCEMENTS: (3-2595) Chairperson Williamson advised the Committee that a partnership agreement with Mr. Campagni was acted upon earlier in the day by the Redevelopment Authority. A similar approach could be considered for a large partner in the downtown area. If a project has value and a partner is willing to participate, the project should be considered.

RA Member Aldean announced the Quality of Education Forum scheduled for Tuesday, July 26, at the Legislative Building in Room 3100 from 12 noon to 5 p.m. The forum is to discuss educational issues. Various individuals who will be participating were listed. No formal action was taken on either of these two items.

**ADJOURNMENT OF THE COMMITTEE (3-2644) -** RACC Member Jones moved to adjourn. RACC Member Shafer seconded the motion. Motion carried 9-0. Chairperson Williamson adjourned the Committee

Special 7/21/05 Joint Meeting with the Carson City Redevelopment Authority Citizens Committee - Page 6

meeting at 7:18 p.m.

**ADJOURNMENT OF THE AUTHORITY (3-2652) -** RA Member Livermore moved to adjourn. RA Member Aldean seconded the motion. Motion carried 5-0. Chairperson Williamson adjourned the Redevelopment Authority at 7:19 p.m.

The Minutes of the July 21, 2005, joint meeting of the Redevelopment Authority and the Redevelopment Authority City's Committee

Authority City's Committee	
	ARE SO APPROVED ON <u>February 16</u> , 2005.
	/s/ Robin Williamson, Chairperson
ATTEST:	
<u>/s/</u>	
Alan Glover, Clerk-Recorder	