

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the October 11, 2006 Meeting

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A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, October 11, 2006 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Jed Block
Gary Cain
Mike Cowan
Janice Shafer
Jim Wallace

STAFF: Joe McCarthy, Economic Development / Redevelopment Manager
Angela Barosso, Economic Development / Redevelopment Officer
Mary-Margaret Madden, Senior Deputy District Attorney

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 A QUORUM (1-0022) - Chairperson Williamson called the meeting to order. Roll was called; a quorum was present. Members Jones, Neverett, and Valenti were absent. Member Cain arrived at 5:35 p.m.

B. ACTION ON APPROVAL OF MINUTES - September 13, 2006 (1-0031) - Member Cowan moved to approve the minutes. The motion was seconded and carried 5-0.

C. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0037) - None.

D. SUMMARY OF CARSON CITY TOURISM ASSESSMENT AND PROPOSED RECOMMENDATIONS OF ROGER BROOKS, DESTINATION DEVELOPMENT, BY CANDACE DUNCAN, EXECUTIVE DIRECTOR OF THE CARSON CITY CONVENTION AND VISITORS BUREAU (1-0039) - Chairperson Williamson introduced Ms. Duncan, who requested the committee members and staff to introduce themselves. Ms. Duncan provided background information on Mr. Brooks' experience, and an overview of his presentation entitled *A Look at Carson City Through the Eyes of a Visitor*. She provided Mr. McCarthy a printout of Mr. Brooks' PowerPoint presentation. Mr. McCarthy advised that the PowerPoint presentation would be agendized for the next committee meeting. Ms. Duncan reviewed Mr. Brooks' recommendations for consistent and directional signage; to develop and implement a new signage plan and program, including gateway signage; to provide direction to public restrooms; to place additional downtown kiosks with brochure racks on the outside; to provide directional signage to public parking; and for naming the downtown. Mr. Brooks commended Telegraph Square and the Kit Carson Trail. Mr. Brooks further recommended development of a retail technical assistance plan. Ms. Duncan explained Mr. Brooks' "ten plus ten plus ten rule." Mr. McCarthy discussed Mr. Brooks' recommendation regarding the importance of residential mixed use in the downtown area. Ms. Duncan discussed Mr. Brooks' recommendation to develop downtown gathering places prior to completion of the freeway. Mr. McCarthy reviewed the freeway construction time table. Ms. Duncan discussed Mr. Brooks' emphasis on downtown beautification. She described blade signage, and Mr. Brooks' recommendation

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with regard to the same. Mr. McCarthy noted that many of Mr. Brooks' examples from other communities are driven by the merchants, separate from the City. Ms. Duncan discussed the image created by the "Divine Nine" marketing "that there is something beautiful here in our area." She advised that Mr. Brooks uses the "Divine Nine" brand as an example in all his presentations.

Ms. Duncan advised that the main reason for inviting Mr. Brooks to Carson City was the intent to develop a universal brand for Carson City. Ms. Duncan discussed the importance of collaboration between the downtown merchants, this committee, and the Convention and Visitors Bureau. Mr. McCarthy discussed the difficulty associated with developing a universal brand, and the lack of consensus. He and Chairperson Williamson provided background information on development of the "Timeless" brand. Ms. Duncan conveyed Mr. Brooks' statement that "branding is the process of setting yourself apart from everyone else; that successful branding creates the perception there is no place quite like yours; it revolves around product more than marketing; successful brands don't appeal to everyone so find your niche and promote it like crazy." The five steps to branding are determining the brand - who we are; creating the icon - the photo opportunity; creating the activities and facilities that will reinforce the brand - experiences; creating the identity and key marketing messages; and developing the publicity machine which will build your brand. Ms. Duncan emphasized the importance of identifying "what do you have that I can't get closer to home." There's a difference between the primary lure and the diversions. Ms. Duncan conveyed Mr. Brooks' recommendation to promote the "great restaurants" in the downtown area. Discussion followed.

Ms. Duncan advised that Mr. Brooks will next develop a community branding development and action plan. Mr. McCarthy has offered professional services funding from the Economic Development / Redevelopment budget. Ms. Duncan reviewed estimated costs of Mr. Brooks' services, and advised that a grant from the Nevada Commission on Tourism has been requested. She advised that the Convention and Visitors Bureau Board is very supportive of Mr. Brooks' involvement; however, they have expressed concern over participating in the process "if it's going to be three or four years until anything can happen." Discussion took place regarding improvements which can be made in the meantime and the importance of a parking management strategy. Ms. Barosso discussed Mr. Brooks' recommendation for cross-marketing with adjacent counties. Mr. McCarthy thanked Ms. Duncan for her presentation, and reiterated that Mr. Brooks' PowerPoint presentation would be agendaized for the next committee meeting.

E. UPDATE ON DOWNTOWN PARKING STUDY BEING PRODUCED BY FEHR AND PEERS, RENO TRANSPORTATION CONSULTANTS (1-0808) - Ms. Barosso advised that Fehr and Peers anticipates the parking study will be available in approximately three weeks, at which time they will also recommend a strategy. She advised of the preliminary indication that there is sufficient parking in Carson City, but a lack of parking management and signage. She further advised that a parking structure will be needed at some point in the future, and that Fehr and Peers will be providing recommendations with regard to the same.

Chairperson Williamson advised that the two-hour parking revisions, approved at the last meeting, will also require Board of Supervisors approval. Mr. McCarthy advised that the parking study will provide implementation recommendations. He discussed the time table associated with the study, and advised that the urban code is tied to the downtown parking study. Ms. Barosso advised that concerns over employee parking will also be addressed by the parking strategy.

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F. UPDATE ON DEVELOPMENT OF A FORM-BASED URBAN CODE THAT WOULD SUPPORT INFILL DEVELOPMENT IN THE DOWNTOWN (1-0865) - Mr. McCarthy provided background information on, and an overview of, the urban code. He anticipates a draft will be ready for review in the near future. He reminded the committee members that the code represents a shift away from use to form. The market place will drive the use provided there is a code which defines an expectation of design. Ms. Barosso related an example of the need for a form-based urban code, and discussion followed. Mr. McCarthy anticipates good feedback from the design community on the draft urban code.

G. ACTION ON ADJOURNMENT (1-0971) - A motion was made, seconded and carried to adjourn the meeting.

The Minutes of the October 11, 2006 Carson City Redevelopment Authority Citizens Committee meeting are so approved this 10th day of January, 2007.

ROBIN L. WILLIAMSON, Chair