

**CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE**

**Minutes of the July 9, 2003 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, July 9, 2003 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

**PRESENT:** Chairperson Robin Williamson  
Vice Chairperson Linda Johnson  
Art Hannafin  
Fred Nietz  
Morey Tresnit  
Sally Zola

**STAFF:** Joe McCarthy, Economic Development/Redevelopment Manager  
Kathleen King, Recording Secretary

**NOTE:** A tape recording of these proceedings is on file in the Clerk-Recorder's Office and is available for review during regular business hours.

**A. CALL TO ORDER, DETERMINATION OF QUORUM (1-0007)** - Chairperson Williamson called the meeting to order at 5:30 p.m. Roll was called; a quorum was present.

**B. ACTION ON APPROVAL OF MINUTES - June 11, 2003 (1-0014)** - Vice Chairperson Johnson moved to approve the minutes, as presented. Member Nietz seconded the motion. Motion carried 6-0.

**C. MODIFICATION OF AGENDA (1-0046)** - None.

**D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0049)** - None.

**E. PUBLIC HEARING:**

**E-1. DISCUSSION AND POSSIBLE ACTION ON PARKING WAIVER REQUEST BY KEITH AND LINDA MARTIN ASSOCIATED WITH THE ADDITION OF A BEAUTY SHOP BUSINESS AT 205 EAST JOHN STREET (1-0051)** - Linda Martin introduced Sarah Zeron and Rosemary Baker and discussed the proposal to convert the existing garage structure to a beauty shop. She explained that one additional parking space is needed to accommodate the shop. In response to a question, Ms. Martin advised that there are ten existing on-site parking spaces. **Vice Chairperson Johnson moved to grant the request for the waiver of one parking space to Keith and Linda Martin at the location of 205 East John Street. Member Hannafin seconded the motion.** In response to a question, Vice Chairperson Johnson advised that, based on the wording of the motion, the waiver is not conditional upon the beauty shop business remaining. Ms. Martin stated that there has never been a parking problem in the area. Chairperson Williamson called for a vote on the pending motion; **motion carried 6-0.**

**E-2. DISCUSSION AND POSSIBLE ACTION ON A REQUEST BY THE BURKE CONSORTIUM FOR RACC TO PAY COMMUNITY CENTER USER FEES ASSOCIATED WITH A PROPOSED LECTURE AND DEBATE SERIES (1-0159)** - Chairperson Williamson noted that this item was also agendized at the June Committee meeting. Karl Neathammer, Chairman and Founder of the Burke Consortium, provided background information on the Burke Consortium. He discussed the purpose

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of the lecture series and the subject request. He advised that the Burke Consortium is in the process of becoming a 501(c)(3) organization and that a scholarship fund to benefit the Pioneer Schools will be established with 50% of the proceeds from the lecture series. The other 50% will be allocated to the *Nevada Appeal* for charitable contributions.

Chairperson Williamson clarified that although Mills Park and the Community Center are within the redevelopment district, both facilities are administered by the Parks and Recreation Department. In response to a question, Mr. Neathammer reviewed the costs associated with utilizing the Sierra Room. Vice Chairperson Johnson expressed a concern with regard to establishing a precedent by paying the requested fees. She expressed the opinion that the lecture series should be separate from governmental auspices. Following discussion, Vice Chairperson Johnson expressed support for the lecture series, offered to personally contribute toward the user fees, and reiterated the concern over the appropriateness of allocating funding from the Redevelopment Authority.

Mr. Neathammer advised that the Burke Consortium is committed to assisting the City in encouraging redevelopment zones. He acknowledged Vice Chairperson Johnson's concerns and indicated that there are other meeting rooms which could be utilized. In response to an earlier comment, Chairperson Williamson advised that only the Board of Supervisors has the authority to waive fees or allocate funding from other sources to pay them. She explained the purpose of the Redevelopment Authority incentive funding program, and discussed traditional uses of redevelopment grant funding. In response to a question, Mr. Neathammer explained the format of the lecture series and assured the Committee that the debates will be formal and controlled. In response to an additional question, Mr. Neathammer advised that continuing to hold the lecture series at the Upstage Center may be an option, but the first debate was held there as a favor to the Consortium. He discussed publicity and advertising by the *Nevada Appeal* and the *Sierra Sage*. He emphasized that the Burke Consortium is not interested in making money. Mr. McCarthy commented on the Upstage Center facility and discussed the facilities available at the Brewery Arts Center. Member Nietz suggested using a facility other than the Sierra Room and requesting Chris Nolan to film the lecture series. Mr. Neathammer discussed his low profile role in the Burke Consortium due to his justice of the peace *pro tempore* appointment. He advised that additional proceeds from the Burke Consortium will be allocated toward domestic violence shelters. Chairperson Williamson assured Mr. Neathammer that the Committee is supportive of the lecture series. Mr. Neathammer thanked the Committee, and offered the services of the Burke Consortium to address issues in common with the Committee.

**E-3. DISCUSSION AND POSSIBLE ACTION REGARDING A MARKETING TEAM UPDATE (1-0763)** - Mr. McCarthy advised that the marketing team is moving forward to develop the video and to solicit membership in the Shop Carson City Foundation. Discussions have taken place toward collaboration of marketing efforts in the downtown area. At a meeting held earlier in the day, Carson City Convention and Visitors Bureau Executive Director Candace Duncan discussed ways to cooperate with the marketing team on tourism issues.

**E-4. DISCUSSION AND POSSIBLE ACTION REGARDING A CAPITAL CITY MUSIC SERIES UPDATE (1-0793)** - The Committee members commented on the concerts held to date, and Mr. McCarthy reviewed the upcoming concert schedule. He encouraged the Committee members to spread the word regarding the concerts. He responded to questions regarding attendance statistics, and discussion took place regarding radio and newspaper publicity. Mr. McCarthy commented on the community-wide support and its importance in the success of the concert series.

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**E-5. DISCUSSION AND POSSIBLE ACTION REGARDING A DOWNTOWN CARSON CITY BUSINESS ASSOCIATION UPDATE (1-0946)** - Jed Block displayed alternate colors for the banner project, and suggested that a color code could be included in the kiosk(s). Mr. McCarthy suggested using the same font on the banners as the Carson City Convention and Visitors Bureau to assist with cross-promotion efforts. Mr. Block discussed the concern over sign clutter and advised that he would be researching the best locations for the banners. Chairperson Williamson advised of a recent code enforcement meeting wherein discussion took place regarding sign clutter and other issues. The City's procedures will be revised to impose a misdemeanor violation which will be handled by a judge rather than the Board of Supervisors. In response to a question, Mr. McCarthy advised that he would check into the maintenance responsibility over light poles along Carson Street.

Mr. Block displayed and circulated photographs of downtown Carson City which he obtained from the Nevada State Museum; discussion took place with regard to the same. He advised of slides provided by Supervisor Shelly Aldean which he will convert to photographs. Mr. Block advised that Lisa Lee is interested in developing Taste of Downtown pins through the Christmas ornament company. She will be contacting Member Nietz for information. Mr. Block further advised that the owner of the property on the corner of Nevada and Sixth Streets is offering the structure to anyone interested in moving it. Discussion took place with regard to the same.

(1-1404) Mr. Block advised of his involvement, with Doreen Mack and Vice Chairperson Johnson, in a landscape committee. He inquired as to the possibility of the Telegraph Square merchants participating in the City's Street Tree Program. Chairperson Williamson advised that she and Mr. McCarthy will be checking into this.

**E-6. DISCUSSION AND POSSIBLE ACTION REGARDING A CHRISTMAS ORNAMENT DESIGN AND PRODUCTION UPDATE (1-1312)** - Member Nietz advised that he is awaiting a return phone call from the Christmas ornament company. He provided the information regarding the addition of the portico, as discussed at the June Committee meeting, and was informed that there would be no additional charge. Chairperson Williamson advised of receiving bills from the company. In response to a question, she advised that an additional 1,000 Laxalt Building ornaments and 1,500 Mint Building ornaments were ordered.

**E-7. DISCUSSION AND POSSIBLE ACTION REGARDING A KIOSK DESIGN AND PRODUCTION UPDATE (1-1339)** - Member Hannafin advised that the plans and specifications have been submitted to three different companies. He anticipates that all three bids will be available for review at the August Committee meeting. Depending upon the cost, which is still unknown, the project may have to be submitted to the City's RFP process. In response to a question, Chairperson Williamson advised that City Streets Department staff will install the kiosk. She thanked Member Hannafin for his efforts and discussed a new law which may require submitting the project to the City's RFP process.

**E-8. DISCUSSION AND POSSIBLE ACTION REGARDING BRONZE MEDALLION (V&T AND CAPITOL) POSSIBLE PURCHASE (1-1630)** - Mr. McCarthy advised that the medallions displayed at the last meeting have been presented to two Legislators. He discussed the cost for 3" medallions and the various designs available. He suggested requesting the artist to submit sample drawings and discussion took place regarding incorporating the medallions into downtown sidewalks. He requested Member Hannafin and Nietz to participate in a work group to review the possibility of bronze-cast signage.

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**E-9. DISCUSSION AND POSSIBLE ACTION REGARDING A PARKS AND RECREATION FEES UPDATE (1-1727)** - Member Nietz advised of a discussion with Reservation Coordinator Gail Schroeder. He indicated that park users seem not to complain about park fees. The Carson City Rendezvous is the biggest event and Member Nietz advised that he is completely satisfied with the services provided by the Parks and Recreation Department. He advised that the increase in liability insurance fees is becoming "a hurdle" for event sponsors. He discussed the insurance fees for the 2002 and 2003 Rendezvous. He advised that insurance companies will no longer write umbrella policies and creating insurance pools is not possible. He reviewed the various community events and their sources of liability insurance. Member Nietz acknowledged that he would continue to work with Risk Management Coordinator Tony Baker on less expensive liability insurance. Chairperson Williamson and Mr. McCarthy thanked Member Nietz.

**E-10. DISCUSSION AND POSSIBLE ACTION REGARDING POTENTIAL PROJECTS UPDATE:**

**A. UPDATE OF THE CURRENT REDEVELOPMENT MASTER PLAN (1-1423)** - Mr. McCarthy advised that, after discussing this matter with Chairperson Williamson, he will be drafting the update. The update will include celebration of efforts from 1986 through the present day, based on visual presentations and narratives. The update will be available in both hard copy and digital formats. Mr. McCarthy will develop the master plan based on all the work done by the downtown work group in the Economic Development Strategic Plan, the Committee in the Redevelopment Strategic Plan, and the various studies done over the years. Discussion took place regarding retaining a consultant at some future point to refine the updated plan, if necessary. Mr. McCarthy acknowledged that the redevelopment master plan will become an element of the City's overall master plan. He advised that the Planning and Community Development Department will be engaged throughout the process. Chairperson Williamson advised that the zoning change to allow retail residential will not be contingent upon completion of the master plan update.

**B. NICHE DOWNTOWN RECRUITMENT STRATEGIES CLASS (1-1877)** - Mr. McCarthy advised of having met with Dick Bartholet yesterday to develop the course curriculum. The principal instructors have been narrowed down to two and Mr. McCarthy advised that there will be many guest speakers. Twelve classes will be held twice a month and will begin in the fall. Mr. McCarthy discussed participant criteria. He explained the purpose of the course to create a business plan for recruitment of complimentary businesses to the downtown identified through previously gathered and new information. He anticipates that the principal instructor will be chosen within the next six weeks and the curriculum designed within the next six to eight weeks. He acknowledged that the business plan developed through the class will dovetail with the Shop Carson City Foundation.

**C. MIXED USE AT COPPER POINTE, LUCKY SPUR RENOVATION, THE BASIL RESTAURANT, ETC. (1-1563)** - Vice Chairperson Johnson discussed a new Thai restaurant which will be moving into the Sweetland Building. She acknowledged that the alley project is progressing, and discussion took place with regard to the same. [Vice Chairperson Johnson left the meeting at 6:52 p.m. A quorum was still present.]

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(1-2036) Mr. McCarthy advised that the Red's Old Highway 395 location has been identified as one of tremendous potential. He advised of discussions with property and business owners who are very interested in a project for this area. The cinema group has been encouraged to meet with the interested property owners and master plan the location. Mr. McCarthy advised of conversations with the parent company of Copeland Lumber regarding relocation to a more practical site within the boundaries of Carson City. He emphasized that the conversations have been preliminary and advised that redevelopment will have intense participation in the project. He will keep the Committee advised of the progress.

(1-2120) Mr. McCarthy advised that the demolition permit for the Lucky Spur renovation was approved and the project is moving along. Chairperson Williamson reported that the Winchester Club opened and a new restaurant moved into the St. Charles Hotel. Member Nietz advised that the new restaurant owners have agreed to participate in the Fridays at Third Street events. Chairperson Williamson reported that the Sunday Concert Series opening was very successful.

**F. INTERNAL COMMUNICATION AND ADMINISTRATIVE MATTERS:**

**F-1. FUTURE AGENDA ITEMS (1-2212) - None.**

**G. ACTION ON ADJOURNMENT (1-2219) - Member Nietz moved to adjourn the meeting at 7:17 p.m. Member Tresnit seconded the motion. Motion carried 6-0.**

The Minutes of the July 9, 2003 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this 13<sup>th</sup> day of August, 2003.

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ROBIN L. WILLIAMSON, Chair