

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the June 26, 2002 Meeting

Page 1

A meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, June 26, 2002 in the Brewery Arts Center Ballroom, 449 West King Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Vice Chairperson Linda Johnson
Art Hannafin
Joe McCarthy
Fred Nietz

STAFF: Rob Joiner, Redevelopment/Economic Development Manager
Kathleen King, Recording Secretary

NOTE: Unless indicated otherwise, each item was introduced by Chairperson Williamson. A tape recording of these proceedings is on file in the Clerk-Recorder's Office and is available for review and inspection during regular business hours.

A. CALL TO ORDER, DETERMINATION OF QUORUM (1-0001) - Chairperson Williamson called the meeting to order at 5:52 p.m. Roll was called; a quorum was present. Members Browne and Tresnit were absent. Vice Chairperson Johnson arrived at 6:25 p.m.

B. ACTION ON APPROVAL OF MINUTES - May 8, 2002 and May 15, 2002 (1-0013) - Member Hannafin moved to approve the minutes of May 8, 2002 and May 15, 2002. Member Nietz seconded the motion. Motion carried 4-0.

C. MODIFICATION OF AGENDA (1-0039) - None.

D. PUBLIC COMMENT ON NON-AGENDIZED ITEMS (1-0042) - Maxine Nietz, on behalf of the Downtown Carson City Business Association, advised that the July/August issue of the newsletter is ready to be published and that the brochures need to be reprinted. She requested funding assistance for printing and mailing the newsletters and brochures, and requested the Chairperson to agendize this as an item for discussion and action at the next meeting.

(1-2355) Ms. Nietz invited the Committee members, staff, and citizens to attend the Sierra Front Follies event on Saturday, July 6th at the Nevada State Museum Plaza. She reviewed details of the event.

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the June 26, 2002 Meeting

Page 2

E. PUBLIC HEARING:

E-1. DISCUSSION AND ACTION REGARDING A REQUEST FROM TOM AND LINDA JOHNSON FOR REDEVELOPMENT INCENTIVE FUNDING IN AN AMOUNT NOT TO EXCEED \$100,000, AND NOT TO EXCEED TWENTY PERCENT OF THE PROJECT COST FOR IMPROVEMENT OF THE ALLEY BEHIND THE BUILDING THAT IS PRESENTLY OCCUPIED BY GARIBALDI'S RESTAURANT AND FORMERLY NICK'S PIZZA (SWEETLAND BUILDING), INTERIOR EXPANSION OF GARIBALDI'S INTO A PORTION OF THE SPACE FORMERLY OCCUPIED BY NICK'S PIZZA, INSTALLATION OF AN ELEVATOR, AND OTHER EXTERIOR BUILDING IMPROVEMENTS ON PROPERTY LOCATED AT 301 NORTH CARSON STREET, APN 004-215-06 (1-0098) - Member Hannafin advised of a financial interest in this item and left the meeting room. Mr. Joiner reviewed the details of the project as outlined in the incentives program application included in the agenda materials. He reviewed the mandatory and relative incentive funding criteria as set forth in the June 21, 2002 memo included in the agenda materials, noted that the project meets the criteria, and advised that funding is available to cover the request. He recommended that the Committee favorably consider the project.

Tom Johnson introduced Khan Tung, of Hannafin/Darney Architects, and reviewed the project drawings included in the agenda materials. Mr. Tung and Mr. Johnson responded to questions regarding the dimensions of the courtyard area and courtyard ingress/egress. Mr. Johnson distributed copies of "before and after" elevation drawings to the Committee members and staff, and reviewed the same. In response to a question, he advised that the banister and pickets on the roof of the building will be repaired/replaced.

Mr. Johnson reviewed the interior drawings and discussed expansion of Garibaldi's Restaurant and installation of an elevator. He responded to questions regarding previously granted incentive funding, and discussion took place regarding the funding provided to relocate the transformer. Mr. Johnson pointed out that relocation of the transformer was done in conjunction with the City's request to relocate the dumpsters. He advised he has owned the building since 1992. Member McCarthy commented that he has served on this Committee since its inception in the early 1990s and that this is "the exact kind of project that we've built our successes on in being able to generate improvements to the downtown core." **Member McCarthy moved that the Redevelopment Authority Citizens Committee recommend to the Redevelopment Authority approval of the request from Thomas Y. and Linda E. Johnson, applicants/owners, for redevelopment incentive funding in an amount not to exceed \$100,000 and not to exceed twenty percent of the project cost for improvement of the alley behind the building that presently is occupied by Garibaldi's Restaurant and formerly Nick's Pizza, the Sweetland Building, interior expansion of Garibaldi's into a portion of the space formerly occupied by Nick's Pizza, installation of an elevator, and other building exterior improvements on property located at 301 North Carson Street, APN 004-215-06; subject to the applicants submitting elevations of the building detailing proposed improvements to the exterior and details of the materials and design of the alley improvements, applying for and receiving approval of downtown design review guidelines conformance reviewed and approved by the Building and Safety Department, and signing a lien and grant agreement in accordance with the redevelopment incentives program; further the Redevelopment Authority Citizens Committee hereby finds this project meets the requirements of NRS 279.486 and finds the**

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the June 26, 2002 Meeting

Page 3

project is of benefit to the redevelopment plan area and the immediate neighborhood and that no other reasonable means of financing this project is available; the committee further determines the incentive amount paid by the redevelopment authority shall be on a reimbursement basis only, after the work has been completed and as tax dollars or other financing is available to the redevelopment authority; further this application is approved subject to the applicant fulfilling any other city requirements. Member Nietz seconded the motion. In response to a question, Mr. Joiner advised that the project will need to be submitted to the Downtown Design Review process prior to being submitted to the Redevelopment Authority. Chairperson Williamson advised of a conversation with former Mayor Marv Teixeira with regard to the success of the incentive funding program. She called for a vote on the pending motion; **motion carried 3-0-1.** Discussion took place regarding the history of uses in the Sweetland Building.

E-2. DISCUSSION AND ACTION REGARDING THE REPORT OF ACTIVITIES FROM THE DOWNTOWN CARSON CITY BUSINESS ASSOCIATION (1-1066) - Ms. Nietz discussed meetings of the organizational committee and the significant increase in membership. [Member Hannafin returned to the meeting room at 6:25 p.m. Vice Chairperson Johnson arrived at 6:25 p.m.] Ms. Nietz discussed upcoming publication of the July/August newsletter, review of recent surveys, the *Brush Up On Downtown* television program, and the need to revise and reprint the brochure. She advised that a committee is being formed to distribute the new brochure to local hotels/motels as well as to the downtown businesses. She expressed an interest in assisting the Committee with the kiosk project, and discussed efforts to distribute information to groups which stay in local hotels. She advised that the next general membership meeting is scheduled for July 9th at 5:45 p.m., location to be determined, and invited the Committee members to attend.

In response to a question, Mr. Joiner advised that \$2,000 is currently available in the Redevelopment Authority printing and reproduction budget. He indicated that funding could also be allocated from the publications budget, and he and Chairperson Williamson discussed the available funding. Mr. Joiner advised that the Downtown Business Association brochures are provided to interested and prospective downtown business owners, together with the City's annual report publication. He suggested that Economic Development could assist Redevelopment with funding for printing the brochures. In response to a question, Ms. Nietz advised she would have estimates available for printing the newsletter on Monday, July 1st. Discussion took place regarding the brochure format. In response to a further question, Ms. Nietz reviewed the list of printing firms from which bids have been requested. Member McCarthy encouraged doing business with printing firms in the downtown area.

Member Nietz reviewed proposed revisions to the brochure, and discussion took place with regard to the same. In response to a question, Ms. Nietz advised that funding will be requested from the Commission on Tourism and the Convention and Visitors Bureau during their next grant cycles. She acknowledged that she has made application to the Commission on Tourism for grant funding in the past. Chairperson Williamson requested a cost estimate for printing and mailing the brochures and the newsletter. Ms. Nietz reviewed the DCCBA membership. No formal action was taken.

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the June 26, 2002 Meeting

Page 4

E-3. DISCUSSION AND ACTION REGARDING AN APPLICATION FOR SPECIAL EVENTS GRANT FUNDING FOR ADDITIONAL ENTERTAINMENT AND ADVERTISING FOR THE THIRD AND CARSON STREETS FRIDAY NIGHT EVENTS FOR THE SUMMER OF 2002 FROM DOUG CRAMER (1-1606) - Doug Cramer reviewed the request for funding as outlined in the reapplication included in the agenda materials. Member Nietz commented that advertising is the most important element to the success of any event. Mr. Cramer responded to questions regarding the income and expenses from the two events which have taken place thus far, and proceeds from the Taste of Downtown. [Member McCarthy left the meeting at 6:46 p.m. A quorum was still present.] Chairperson Williamson expressed a concern that none of the surrounding business owners participate in the Fridays@Third Street events. Vice Chairperson Johnson advised that the event generates “good spinoff” to B’Sghetti’s, Garibaldi’s, Comma Coffee, and other surrounding businesses. Member Hannafin suggested that once the event becomes more successful, other business owners will want to participate. Mr. Cramer acknowledged that he would welcome participation by other business owners.

In response to a question, Mr. Joiner advised that approximately \$5,000 remains in the special events budget, but clarified that funding can be allocated from other budget categories. He acknowledged that the Wild West Tour, the Ghost Walk, and the Sunday Concert Series were not included in the special events budget. Vice Chairperson Johnson expressed support for the request and advised of attending the first event at which many families with children were also present. Mr. Cramer discussed the importance of family-oriented events in the downtown area. In response to a question, he discussed advertising plans and cost estimates. **Vice Chairperson Johnson moved to allocate \$4,100 to support the Fridays@Third events at Mom and Pop’s Diner with the contingency that Mr. Cramer submit to Mr. Joiner, by August 1st, budget information on both income and expenses. Member Hannafin seconded the motion. Motion carried 4-0.** (1-2880) Vice Chairperson Johnson suggested that the Committee develop a policy for addressing requests for additional funding outside the grant cycle.

E-4. DISCUSSION AND ACTION REGARDING AN APPLICATION FOR SPECIAL EVENTS GRANT FUNDING FOR THE ICS CHILI COOKOFF AT RED’S OLD 395 GRILL FROM THE ARLINGTON GROUP (1-2332) - Member Nietz left the meeting room due to a financial interest in this item. (1-2397) Ms. Nietz referred to the event and budget information included in the agenda materials and reviewed the same. In response to a question, she advised that Sugar Pine Cove and Red’s will be open on the day of the event. Chairperson Williamson discussed attendance at last year’s event. She expressed a concern that chili cookoff attendees often are not allowed to participate in tasting the competition chili. Ms. Nietz advised that entertainment and craft vendors will be present and that taste tickets will be sold for samples of the competition chili. She responded to questions regarding regulations imposed by the International Chili Society, the availability of other food and beverages, and anticipated budget shortfalls. She acknowledged that the Arlington Group was not associated with this event last year, and advised that the event didn’t have much vendor income. Chairperson Williamson reviewed income generating elements of last year’s event.

Member Hannafin advised that he is a Children’s Museum of Northern Nevada Board Member, but that he had not been previously aware of proceeds from this event being allocated to the Children’s Museum. He indicated no conflict of interest with regard to discussing or taking action on this item. In response to

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the June 26, 2002 Meeting

Page 5

a comment, Ms. Nietz acknowledged that the request is outside the special events grant cycle but indicated she would be happy to include this event in next year's grant cycle. (1-2920) **Member Hannafin moved to approve the request from the Arlington Group for \$1,500 for the ICS Chili Cookoff at Red's Old 395 Grill. Vice Chairperson Johnson seconded the motion.** Chairperson Williamson expressed opposition to the motion. She indicated her support for the merchants and business owners at Copper Point Plaza, but commented that there are more interesting events than chili cookoffs. Member Hannafin agreed but commented this event is one of a number of events which are not evaluated on a sliding scale. Chairperson Williamson referred to the Jaycees chili cookoff to which redevelopment grant funding was allocated earlier in the year and Ms. Nietz advised that efforts will be made to combine the two events next year. Chairperson Williamson called for a vote on the pending motion; **motion carried 2-1-1.**

E-5. DISCUSSION AND ACTION REGARDING AN APPLICATION FOR SPECIAL EVENTS GRANT FUNDING FOR TREE LIGHTING AND ASSOCIATED EVENTS IN DECEMBER 2002 FROM THE ARLINGTON GROUP (1-3019) - In response to a question, Mr. Joiner advised that funding is annually budgeted for this event. He reviewed details of the event and discussion took place regarding the various event elements and their funding sources. **Vice Chairperson Johnson moved to approve \$2,300 to fund this event. Member Hannafin seconded the motion.** In response to a question, Mr. Joiner advised that this event was not considered during the regular grant funding process. Chairperson Williamson suggested that this event should be included annually with the Wild West Tour, Ghost Walk, and Sunday Concert funding as it is considered a "fixed event." In response to a comment, Ms. Nietz advised that the Arlington Group coordinates the event activities with City Hall staff. Chairperson Williamson advised that the Chamber of Commerce has historically taken care of installing the Christmas lights, and that Larry Osborne has suggested passing this responsibility along to the Downtown Business Association. Chairperson Williamson called for a vote on the pending motion; **motion carried 3-0-1.** Mr. Joiner suggested building the funding for this event into next year's events budget in order that it will be considered as an ongoing budget item. In response to a question, Ms. Nietz discussed last year's willow reindeer project coordinated with the elementary school students.

E-6. DISCUSSION AND ACTION REGARDING DOWNTOWN STRATEGIC PLAN TASK FORCE MEETINGS AND FINAL DRAFT REPORT (1-3320) - Consensus of the Committee was to defer this item until more Committee members can be present for the discussion. [Member Nietz returned to the meeting room at 7:15 p.m.]

E-7. DISCUSSION AND ACTION REGARDING DOWNTOWN STRATEGIC OPERATIONS PLAN AND FUTURE ACTIVITIES ASSOCIATED WITH THE PLAN (1-3395) - Dan Mooney distributed a synopsis of Studies About Carson City 1989 to 2002, the Operations Plan Goal I, and the Downtown Carson City Values and Beliefs Study. He reviewed and discussed the "Studies" synopsis and advised that the "Major Carson City Cultural Elements" study is ready to begin following the final meeting of the local historians focus group. An interdisciplinary decision team will be selected to identify a marketing plan, the primary purpose for which will be to address misinformation about the downtown area. He advised that one result of the Values and Beliefs Study was that people are not afraid to go downtown. He suggested that one reason people don't go downtown is the perception of a parking problem, and extensive discussion took place with regard to the same. Mr. Mooney commented that the

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the June 26, 2002 Meeting

Page 6

perception needs to be changed through marketing. Vice Chairperson Johnston suggested that marketing needs to be to potential customers and to potential business people. Discussion took place regarding a parking garage, and Member Hannafin referred to the parking modifications made over the years along Curry Street. He suggested that the modifications may need to extend to Nevada Street in lieu of a parking garage. Chairperson Williamson pointed out that the Ormsby House and its parking garage will open shortly and may provide some relief to the parking situation. Member Hannafin pointed out that the Downtown Business Association and the individual merchants need to become involved in solving the problem.

Chairperson Williamson suggested reactivating the various strategic plan subcommittees now that the economic development strategic plan is complete. She discussed the need to address street scape improvements along Curry Street, and Member Hannafin suggested that a development plan would consolidate the redevelopment and economic development studies. He pointed out that tourists rather than locals will be the majority of downtown business patrons.

Mr. Mooney advised that the next project is to appoint an interdisciplinary decision team which should include one member from each of the social, cultural, aesthetic, physical environment, and people conveyance subcommittees in addition to a professional historian and a "knowledgeable" business person. The interdisciplinary team will begin working on the marketing plan and defining the milieu. Mr. Mooney referred to the plan developed by Member Hannafin, and discussion took place with regard to the time table for continuing with the next step of the strategic plan. No formal action was taken.

E-8. DISCUSSION AND ACTION REGARDING RECOMMENDATION OF CARSON CITY ECONOMIC VITALITY STRATEGIC PLAN FOR CHANGE OF LAND USE ZONING IN CERTAIN EDGES AND CORRIDORS WITHIN THE HISTORIC DISTRICT - Deferred.

E-9. DISCUSSION AND ACTION REGARDING REDEVELOPMENT AUTHORITY BUDGET EXPENDITURES AND 2002/2003 FISCAL YEAR BUDGET - Deferred.

E-10. DISCUSSION AND ACTION REGARDING REDEVELOPMENT AUTHORITY FUNDING AND DESIGN OF PROMOTIONAL ORNAMENTS (2-0895) - Member Nietz circulated information on the ornaments and discussion took place regarding the design, the colors, the size, and the box design. Member Hannafin suggested that the ornament should include the Laxalt Building's original date of construction and the Committee members concurred. **Vice Chairperson Johnson moved to approve the design subject to Member Hannafin's input to accurately depict the roofline and include the building's date of construction. Member Hannafin seconded the motion. Motion carried 4-0.** [Vice Chairperson Johnson left the meeting at 7:58 p.m. A quorum was no longer present and Chairperson Williamson adjourned the meeting.]

E-11. DISCUSSION AND ACTION REGARDING CURRENT AND POTENTIAL REDEVELOPMENT PROJECTS - Deferred.

F. INTERNAL COMMUNICATIONS AND ADMINISTRATIVE MATTERS

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the June 26, 2002 Meeting

Page 7

F-1. FUTURE AGENDA ITEMS - Deferred

G. ACTION ON ADJOURNMENT (2-1160) - Chairperson Williamson adjourned the meeting at 7:58 p.m.

The Minutes of the June 26, 2002 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this _____ day of July, 2002.

ROBIN L. WILLIAMSON, Chair