

# CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

## Minutes of the March 12, 2008 Meeting

### Page 1

A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, March 12, 2008 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

**PRESENT:** Chairperson Robin Williamson  
Stan Jones  
Dan Neverett  
Gigi Valenti

**STAFF:** Joe McCarthy, Business Development Manager  
Tammy Westergard, Deputy Business Development Manager  
Kathleen King, Recording Secretary

**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, DETERMINATION OF QUORUM** - Chairperson Williamson called the meeting to order at 5:35 p.m. Roll was called; a quorum was present. Members Cain, Cowan, and Hill were absent.

**B. APPROVAL OF MINUTES - November 14, 2007** - Member Neverett moved to approve the minutes. Member Jones seconded the motion. Motion carried 4-0.

**C. PUBLIC COMMENT ON NON-AGENDIZED ITEMS (1-0008)** - None.

**D. PRESENTATION BY CARSON CITY CONVENTION AND VISITORS BUREAU EXECUTIVE DIRECTOR CANDACE DUNCAN OF THE DRAFT RECOMMENDATIONS TO BRAND CARSON CITY, AS PRESENTED TO THE PUBLIC BY ROGER BROOKS OF DESTINATION DEVELOPMENT, INC. ON FEBRUARY 19, 2008 (1-0011)** - Chairperson Williamson introduced this item, and Ms. Duncan, who distributed to the committee members and citizens present a DVD of the February 19, 2008 brand meeting. Ms. Duncan advised of having received a great deal of feedback following the February 19<sup>th</sup> meeting. She provided background information on Mr. Brooks' contract to assist Carson City in developing a brand. She explained the purpose and benefits of a brand, and provided background information on Mr. Brooks' experience. She reviewed Mr. Brooks' process, and discussed the following recommendation: Ensure that downtown Carson City isn't overlooked by visitors to the V&T Railroad by combining it with culinary experiences. Ms. Duncan discussed the need for "champions" and supporters of the culinary experiences concept. She discussed plans for a culinary media tour scheduled for Friday, June 21<sup>st</sup>, the same weekend as the *Taste of Downtown* event. Extensive discussion followed and, in response to a question, Ms. Duncan advised that Mr. Brooks will return to Carson City in May with an action plan. Following additional discussion, Ms. Duncan reviewed the advantages of marketing the culinary experience, as follows: Carson City already has a solid base of high-quality restaurants, it is centrally located within the region, there is space available for additional restaurants and culinary-related shops, no nearby competitor is promoting a similar brand, and "it's a perfect fit with the clientele that already goes to Reno and to Lake Tahoe." Ms. Westergard commented on Mr. Brooks' point that quality doesn't equal price point.

# CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

## Minutes of the March 12, 2008 Meeting

### Page 2

In response to a question, Mr. McCarthy and Chairperson Williamson discussed efforts to streamline the bureaucratic processes associated with establishing a restaurant in Carson City. Following discussion, Ms. Duncan invited the committee members and the citizens present to the meeting with Mr. Brooks on May 21<sup>st</sup>. She requested the committee members and consultants present to champion the culinary experiences concept. She provided Mr. Brooks' website address. Mr. McCarthy discussed the uniqueness of the culinary experiences concept.

#### **E. PRESENTATION BY TAMMY WESTERGARD AND REPRESENTATIVES OF WINSTON & ASSOCIATES REGARDING THE INITIAL INFRASTRUCTURE AND MARKETING PREPARATION FOR DOWNTOWN SUMMER EVENTS PLANNING AND COORDINATION**

(1-0710) - Supervisor Williamson introduced Jeff Winston and Paul Kuhn, of Winston and Associates, and provided background information on their involvement in developing the City's comprehensive master plan. Winston and Associates has been retained to assist in developing infrastructure and marketing plans for downtown summer events. Ms. Westergard introduced Kerstin Plemel and Miya MacKenzie, of MacWest Marketing, and Brewery Arts Center Executive Director John Procaccini. She provided background information on this agenda item and reviewed the consultants' scope of work.

(1-0891) Mr. Winston reviewed and discussed recurring and potential events. At Mr. McCarthy's request, Ms. Duncan provided additional information on annual Carson City events. Mr. Winston reviewed conceptual drawings of the downtown, and discussed ways to accommodate recurring and potential events and the associated circulation and parking. Mr. Kuhn advised of having contacted landscape contractors, nurseries, and hardscape contractors, most of whom expressed an interest in providing materials and services at a reduced cost, with appropriate credit given to their respective businesses. Chairperson Williamson discussed the possibilities of a Saturday morning downtown farmers market, and of closing certain streets for the summer. Discussion followed. Mr. Kuhn narrated a SlideShow presentation of concepts for temporary infrastructure and landscape to accommodate and feature the summer events. Ms. Westergard discussed the importance of ensuring that "whatever we do is well done enough that it doesn't look like we're trying to be something we can never be, as well as the fact that it's concentrated in just a few areas so that whatever we do we can do well." She noted the importance of durability in the infrastructure and landscape elements, in anticipation of the volume of people. She discussed the law enforcement aspect of the proposal. In response to a comment, Mr. Winston discussed the importance of temporary signage. Ms. Westergard discussed the importance of developing a list of events, and prioritizing it based on "how we want this to work." She suggested developing a demonstration area that functions as the activities center for events and a demonstration area that functions in the public realm. Ms. Duncan acknowledged a willingness to participate.

(1-1838) Ms. MacKenzie and Ms. Plemel discussed plans to partner with the local media to accomplish public relations as well as advertising.

In response to a question, Mr. McCarthy discussed his observations of the Sunday Concert Series on the legislative lawn. Discussion took place regarding ways to improve the Sunday Concert Series, improvements needed for the Fridays at Third Street events, the City's portable stage, and the possibility of lighting the streets leading to the Brewery Arts Center. Ms. MacKenzie discussed the importance of defining the downtown. Mr. Procaccini recommended the books *Experience Economy* and *Entertainment Economy*, and provided an overview of the same. Member Valenti discussed the importance of word-of-mouth advertising. Ms. MacKenzie discussed the importance of including children and families in

**CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE**

**Minutes of the March 12, 2008 Meeting**

**Page 3**

advertising materials. Ms. Westergard summarized the discussion. In response to a question, she suggested the definition of success will include a physical space representative of “what we’re trying to get people to buy into;” measuring how that space is used on a variety of levels relative to data collected; collecting data relative to vandalism, public safety, etc.; and evaluating the “economic needle.” She discussed the importance of “great, hard data about ... the return on this investment of these components of the dream and why they’re all important.” She noted the importance of the JAC transit system in the success of the project. In response to a comment regarding Telegraph Square, she discussed the importance of consistency with regard to events, law enforcement, and activities. She commented that “telling the story is exhausting and you have to be relentless about it.” In response to a question, Member Jones discussed the possibilities and opportunities represented by the recent improvements at the St. Charles Hotel. Following discussion, Ms. MacKenzie suggested requesting input of Mr. Brooks.

In response to a question, Mr. Winston requested a list of activities / events, approximate attendance, approximate time, core requirements, etc. Mr. Kuhn requested to have the activities calendared, and Mr. Procaccini offered the Brewery Arts Center calendar upon which to build. Mr. McCarthy suggested utilizing the Convention and Visitors Bureau calendar. Mr. Kuhn requested an indication of indoor and outdoor activities. Mr. Procaccini expressed a willingness to participate.

**F. PRESENTATION BY CHAIRPERSON ROBIN WILLIAMSON AND TAMMY WESTERGARD REGARDING THE DATA COLLECTION, FEEDBACK, AND FOLLOW UP PLANS ASSOCIATED WITH THE NEWLY FORMED DOWNTOWN CONSORTIUM (1-2925) -** Chairperson Williamson provided background information on this item, and discussed the first meeting of the Downtown Consortium. Ms. Westergard provided the web address for a survey, and Chairperson Williamson discussed how the survey information will be used.

**G. UPDATE ON OTHER REDEVELOPMENT INITIATIVES -** None.

**H. ACTION ON ADJOURNMENT (1-2980) -** Member Jones moved to adjourn the meeting at 7:50 p.m. The motion was seconded and carried unanimously.

The Minutes of the March 12, 2008 Carson City Redevelopment Authority Citizens Committee are so approved this 20<sup>th</sup> day of May, 2008.

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ROBIN L. WILLIAMSON, Chair