

**CARSON CITY REDEVELOPMENT AUTHORITY**

**Minutes of the October 2, 2008 Meeting**

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A meeting of the Carson City Redevelopment Authority was held during the regularly-scheduled meeting of the Carson City Board of Supervisors, on Thursday, October 2, 2008, in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

**PRESENT:** Chairperson Robin Williamson  
Member Shelly Aldean  
Member Pete Livermore  
Member Richard Staub

**STAFF:** Larry Werner, City Manager  
Joe McCarthy, Business Development Manager  
Tammy Westergard, Business Development Deputy Manager  
Melanie Bruketta, Chief Deputy District Attorney  
Kathleen King, Recording Secretary

**NOTE:** A recording of these proceedings, the redevelopment authority'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.

**CALL TO ORDER AND ROLL CALL (6:01:43)** - Chairperson Williamson called the Redevelopment Authority to order at 6:01 p.m. A quorum was present. Member Teixeira was absent.

**ACTION ON APPROVAL OF MINUTES - July 31, 2008 (6:01:53)** - Member Aldean moved to approve the minutes, as presented. Member Livermore seconded the motion. Motion carried 4-0.

**11. OFFICE OF BUSINESS DEVELOPMENT - ACTION TO ACCEPT AND ENDORSE THE RECOMMENDATIONS OF EACH OF THE DOWNTOWN CONSORTIUM'S SEVEN ACTION GROUPS AND TO DIRECT THE OFFICE OF BUSINESS DEVELOPMENT TO FACILITATE THE TIMELY IMPLEMENTATION OF THE RECOMMENDATIONS AND ACTION PLANS AND MAKE QUARTERLY PROGRESS REPORTS TO THE REDEVELOPMENT AUTHORITY (6:02:22)** - Chairperson Williamson thanked the citizens for their attendance, and provided background information on the two-day downtown workshop held in September 2005 as part of the Envision Carson City comprehensive master plan process which resulted in the Downtown Vision. She discussed the project analysis session in which City officials participated as part of the Urban Land Institute ("ULI") National Conference held in Las Vegas last October 2007. She reviewed the recommendations provided by ULI professionals. Implementation of those recommendations includes development of the Laxalt Plaza and the Get Down 2008 campaign. Chairperson Williamson provided background information on the Downtown Consortium, another implemented ULI recommendation. She introduced this agenda item, and thanked the Downtown Consortium participants for their ideas, their time, and their commitment.

Chairperson Williamson introduced Deputy Business Development Manager Tammy Westergard. Ms. Westergard thanked the citizens for their attendance and participation, and introduced a video presentation of the activities of the Downtown Consortium. The Redevelopment Authority members, City staff, and citizens present applauded the presentation. Ms. Westergard provided background information on the Action Group Briefing Papers which were included in the agenda materials. She introduced Carson City

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Convention and Visitors Bureau Executive Director / Downtown Consortium Events and Promotions Action Group Chair Candace Duncan.

(6:14:22) Ms. Duncan expressed appreciation for Ms. Westergard's assistance, and commended Linda Marrone on coordinating the Farmer's Market. In her seventeen years with the Convention and Visitors Bureau, Ms. Duncan advised of always having "wished that our downtown could look and feel the way it did this summer." She further advised of having heard comments from many colleagues in the region regarding "how fantastic Carson City looked this summer." She commended everyone involved in the success of the summer events. She advised of having worked with the Events and Promotions Action Group, which didn't have to meet too often "because Tammy took care of making sure all these fantastic events happened." The Events and Promotions Action Group ensured the events were promoted and publicized. Ms. Duncan discussed Destination Development Principal Roger Brooks' tourism assessment which recommended "more life" in the downtown. She expressed the opinion that the Downtown Consortium "really delivered on that," and the hope that it continues to build on itself. She advised that Mr. Brooks had visited Carson City four times; to conduct the tourism assessment, to conduct two workshops on branding, and to present *A Taste of the High Sierra*. Ms. Duncan advised that the Events and Promotions Action Group members were supportive of Mr. Brooks' presentation, with "attainable" ideas for Carson City. She discussed areas of concern, including a perceived lack of downtown parking, and the need for consistent business hours after 5:00 p.m. and on weekends. She commended the Firkin and Fox as a "wonderful catalyst to show us what our downtown could be." She expressed support for expanding the "theme ... all the way down to the Nugget." She provided background information on Destination Development, and discussed the importance of the downtown "heart of the community." She advised that it can now "expand into other neighborhoods. It doesn't have to all be just about downtown, but at least we've shown our community and our visitors what we can do and how we can expand that into other areas of the community." As outlined in the Events and Promotions Action Group briefing papers, Ms. Duncan discussed the lifestyle experience to be represented by downtown businesses; the importance of a printed schedule of downtown events, a sample of which she displayed and for which grant funding has been applied; and the listed recommendations. Ms. Duncan discussed the visitor profile study recently conducted by the Convention and Visitors Bureau, noting in particular the importance of special events to Carson City tourism.

(6:25:53) Civic Investment Action Group Leader Linda Ritter read that portion of the briefing papers into the record. She acknowledged that the new library could include a performing arts center. Ms. Ritter discussed the importance of an expansive, inclusive library, and noted the significance of a public participation design process. Member Aldean suggested adding a culinary institute in order to develop capital partners.

(6:35:58) In-Town Housing Action Group Leader Heidi Schneider read that portion of the briefing papers into the record.

(6:39:28) Business Development Action Group Leader Chris MacKenzie discussed the growth potential of downtown Carson City. He noted the "energy" and support from downtown business owners, and expressed appreciation for the Board of Supervisors' support. He discussed the importance of "full buy-in" from all the relevant parties, including the City, businesses, property owners, and the local citizens. He provided background information on the process of the Business Development Action Group, and reviewed the short- and long-term recommendations, as outlined in the briefing papers. He advised that the

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recommendations were supported by the Downtown Business Association Board, the Northern Nevada Development Authority, the Carson City Chamber of Commerce, and several downtown property owners. Mr. MacKenzie acknowledged the concern over excluding other businesses, but discussed the concept of a successful downtown translating to a successful community. "Successful towns with successful tourism have a healthy downtown." A healthy downtown spreads, particularly in a limited area like Carson City. The key is to get citizens to consider their own town. Member Livermore complimented the work done and everyone involved, but noted a segment of the business community "that feels like they're missing the train or are left out." Member Aldean commended Mr. MacKenzie on a nice presentation, and on the recommendation to create a special business advisory committee. In response to question, Mr. MacKenzie advised that the Business Development Action Group's recommendations were focused more on the downtown corridor. He was uncertain as to whether this would overlap with the purview of the Redevelopment Authority Citizens Committee. He reiterated the importance of downtown business and property owner buy-in to create the synergy necessary for success. He suggested this may be separate from the Redevelopment Authority Citizens Committee. In reference to Ralph Swagler's earlier testimony, Member Aldean discussed the importance of developing a "transportable template" to be used in other redevelopment areas. Mr. MacKenzie noted the importance of "patience on everybody's part."

(6:55:05) Ms. Westergard introduced Sheriff Ken Furlong, who provided historic information on costs associated with the Nevada Day Parade. Currently, he noted numerous downtown events, from spring to fall, and advised the Sheriff's Office is rarely required to schedule officers who "cost the taxpayers money." He introduced Commander Tom Crawford, and advised that Sheriff's Office support for downtown events consists largely of volunteer officers. He further advised that these volunteer officers "create a confident, safe environment for people to come and ... enjoy themselves." He pledged to keep reserve officers available for the downtown events and to "do more." He commended the volunteer officers, many of whom have other employment responsibilities, on their efforts to "see to it that the downtown events remain as festive as they have been in the past." He noted the importance of not allowing incidents to "go beyond" being isolated. "Rumors of activities getting out of control or the downtown corridor being unsafe are just absolutely not true. Our downtown corridor in Carson City is one of the safest areas we have in town. It receives some of the highest protection measures." Sheriff Furlong complimented the Regional Transportation Commission on their efforts to address the number one in-town complaint of traffic management on Carson Street. He recommended that serious consideration be given to the lodging situation in the downtown redevelopment area. Chairperson Williamson thanked Sheriff Furlong for embracing downtown events and for allowing Commander Crawford to be creative in involving the volunteer and reserve officers.

(7:00:47) Downtown Public Safety Action Group Leader Jed Block thanked the Board of Supervisors, City Manager Larry Werner, Mr. McCarthy, Ms. Westergard, and all the citizens for their involvement. He provided historic information on improvements to downtown safety. He commended the Carson Area Chamber of Commerce for considering public safety and sponsoring the Secret Witness Program.

(7:07:20) Jean Bondiott, representing the Downtown Transportation Action Group, provided background information on the action group's focus and reviewed the recommendations outlined in the briefing papers.

(7:16:46) Downtown Beautification Action Group Leader, downtown business owner, interior designer, and long-time Carson City resident Karen Abowd reviewed the Background and Recommendations portions of the pertinent briefing papers. On behalf of the Beautification Action Group, she thanked the

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Redevelopment Authority for the opportunity to have participated in developing the recommendations. She expressed appreciation for the “new focus in downtown Carson City” which has “taken hold over the last several months.” In reference to recommendations for running Carson City like a business, she suggested considering how to grow Carson City like a business with a focus on Carson City’s best economic opportunity, “a redeveloped, culturally rich, locals-loved downtown.” She further suggested considering “three serious business realities that affect communities all across the county and are widely known by many, including the NNDA, EDawn, Sierra Pacific Power Company, the Carson City Convention and Visitors Bureau, and the Carson City Office of Business Development. Industry that creates technical, professional, high paying jobs from businesses whose corporate complexion is clean and green will invest in communities that offer quality of life amenities. The number one tourist activity in America, a \$3.8 trillion per year industry, is shopping and dining in an authentic, pedestrian-friendly, and local-used downtown.” Ms. Abowd noted that Carson City’s 2006 comprehensive master plan accommodates people by “foot, bike, car, and public transit; in-town housing; boutique retail; downtown public plazas; downtown public transit access; downtown arts and culture; a downtown library; and downtown educational institutions.” Ms. Abowd reviewed “fast facts” from UNR’s Business Center for Regional Studies. She noted the “moment of great opportunity ... to connect commerce with culture ... not just in downtown but throughout the town.” She expressed confidence for assisting to guide healthy, sustainable growth for the community “instead of just accepting growth as it comes.” She advised that the Downtown Consortium volunteers “want to be a part of this moment in time and see our six-month service in small and larger ways ... as something that we can do today that will help tomorrow.” She requested the steadfast and direct commitment of the Redevelopment Authority by accepting the recommendations “toward the continued success of our downtown Carson City.”

Chairperson Williamson thanked the action group leaders for their presentations. Member Aldean commented on the progress made “since Carson City Main Street days,” and reviewed historic information with regard to the same. She commended the involved citizens on the intensity of their commitment, and advised of having been delighted and encouraged by the recommendations presented. She expressed support for moving forward in a “very progressive and aggressive way.” Member Livermore complimented the citizens on their attendance and presentations. He discussed his long-time residence in Carson City and the changes which have taken place in the downtown over the years. He commended the imagination and ideas represented by the recommendations presented. Chairperson Williamson entertained a motion. **Member Aldean moved to accept and endorse the recommendations of each of the Downtown Consortium’s seven action groups, and direct the Office of Business Development to facilitate the timely implementation of the recommendations and action plans, and to make quarterly progress reports to the Redevelopment Authority; with the anticipated small fiscal impact to the redevelopment budget that can be absorbed by the budget; additionally, once an individual fiscal impact is determined, the Redevelopment Authority will be presented with a full cost / benefit analysis. Member Staub seconded the motion.** Chairperson Williamson entertained public comment and, when none was forthcoming, called for a vote on the pending motion. **Motion carried 4-0.**

**ACTION TO ADJOURN AS THE REDEVELOPMENT AUTHORITY (7:28:31)** - Member Livermore moved to adjourn the Redevelopment Authority at 7:28 p.m. Member Staub seconded the motion. Motion carried 4-0.

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The Minutes of the October 2, 2008 Carson City Redevelopment Authority meeting are so approved this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

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ROBIN L. WILLIAMSON, Chair

ATTEST:

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ALAN GLOVER, Clerk - Recorder