

# CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

## Minutes of the August 10, 2005 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, August 10, 2005 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

**PRESENT:** Chairperson Robin Williamson  
Vice Chairperson Sally Zola  
Jed Block  
Don Bruce  
Stan Jones  
Janice Shafer  
Gigi Valenti  
Jim Wallace

**STAFF:** Joe McCarthy, Economic Development / Redevelopment Manager  
Angela Barosso, Economic Development / Redevelopment Officer  
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. Member Cowan was absent. Chairperson Williamson introduced Robert Inwood, of Mainstreet Consulting Associates. At her request, the staff and citizens present introduced themselves for the record.

**B. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0019)** - None.

**C. PRESENTATION BY ROBERT INWOOD OF MAINSTREET CONSULTING ASSOCIATES KICKING OFF THE PLANNING PROCESS TO DEVELOP A COMPREHENSIVE MUNICIPAL SIGNAGE PROGRAM (1-0027)** - Mr. McCarthy provided background information on this item. Mr. Inwood advised that he currently lives in British Columbia. He discussed his professional experience in the area of downtown revitalization. He reviewed his family's history in Carson City and Reno, and provided background information on his presentation. He narrated a slide presentation, which included photographs of his work. Chairperson Williamson and the committee members thanked Mr. Inwood for his presentation.

Member Valenti discussed a preference for requiring color coordination on buildings and signage. Mr. Inwood described the development permit area concept in Canada under which exterior finishes, such as paint, signage, materials, etc. can be controlled. He suggested that "a carrot approach" can be just as effective, and discussed the possibility of providing design advice to business owners and operators. Discussion followed, and Chairperson Williamson advised that the City has design guidelines in place. She suggested reviewing them, and agreed with Mr. Inwood's suggestion to provide design advice.

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In response to a question, Mr. Inwood advised he has been considering symbols and community attractions, such as heritage, the railway, public parks and amenities, etc. He requested input from the committee members regarding the community's images or symbols. The committee members named the museum and the capital. In response to a question, Mr. Inwood advised he had been considering the State colors of blue and silver. He noted that the capital dome "is a natural." He advised of having considered the great seals of Carson City and the State. He discussed the importance of branding, and Member Jones suggested the State flag as a symbol.

In response to a question regarding such areas as "auto row", Mr. Inwood discussed the importance of landscape and "good design that would clean those areas up." He cautioned against applying "phoney, cutesy, neo-heritage" elements to modern architecture. Discussion took place regarding design of municipal signage, and Mr. McCarthy advised that State officials have recently become more open to the idea of combining efforts in development of reasonable and directional signage on State rights-of-way.

Member Bruce discussed the significance of the V&T Railway, and suggested it as a strong symbol to which most people can relate. Chairperson Williamson responded to questions regarding design of the existing municipal signage at the City's gateways. In response to a question, Mr. McCarthy advised that Mr. Inwood was retained through the City's master plan update process. He provided background information on the various consultants involved in the process, and discussed the committee's role in providing input. Mr. Inwood advised that two major components of the wayfinding process are gateway signage and internal wayfinding signage. He reviewed the design process in response to a further question.

Mr. McCarthy noted that Carson City is the gateway to Lake Tahoe, and suggested it as a symbol or link. Chairperson Williamson provided an overview of the committee's process to arrive at the "Timeless" slogan. Mr. Inwood listed the V&T, the Mint Building, and the capital dome, as significant symbols. He inquired as to a symbol to represent the residential area, and the committee members named the Governor's Mansion and the Bliss Mansion. In response to a question, Mr. Inwood advised that the purpose of the signage would be to serve both residents and visitors, but primarily visitors.

Miya MacKenzie advised that the Convention and Visitors Bureau cites the City's history as the main tourist attraction and the railroad secondarily. She noted that history isn't necessarily compelling to a business owner or retailer who would consider moving a business to Carson City. Discussion followed, and Mr. McCarthy noted the importance of the design process. Ms. MacKenzie discussed the importance of associating a visual image with a theme. Discussion took place regarding the historic significance of Virginia City, and Member Bruce suggested a synergistic connection between Carson City and Virginia City as the V&T Railway is completed. Additional discussion followed. Mr. Inwood requested the committee to consider his presentation and to keep providing ideas to Mr. McCarthy and Ms. Barosso. Chairperson Williamson thanked Mr. Inwood.

Mr. McCarthy discussed the charette scheduled for September 21 and 22, and requested the committee members to encourage citizen participation.

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**D. REVIEW BYLAWS AND INCENTIVE RESOLUTION (1-1697)** - Chairperson Williamson provided background information on this item. In response to a question, she advised that the committee will be responsible for interviewing and recommending appointments to the Downtown Business group.

**E. ACTION ON ADJOURNMENT (1-1735)** - Member Bruce moved to adjourn the meeting at 6:56 p.m. Member Valenti seconded the motion. Motion carried 8-0.

The Minutes of the August 10, 2005 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this 25<sup>th</sup> day of October, 2005.

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ROBIN L. WILLIAMSON, Chair