A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, January 8, 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 Joe Lushina Fred Nietz Morey Tresnit Sally Zola

STAFF: Joe McCarthy, Redevelopment/Economic Development 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 and inspection during regular business hours.

- **A. CALL TO ORDER, DETERMINATION OF QUORUM** (1-0001) Chairperson Williamson called the meeting to order at 5:32 p.m. Roll was called; a quorum was present. Member Hannafin arrived at 5:34 p.m. Vice Chairperson Johnson and Member Tresnit arrived at 5:38 p.m.
- **B. ACTION ON APPROVAL OF MINUTES November 13, 2002** (1-0005) Chairperson Williamson requested an amendment to page 6 of the minutes. Member Zola moved to approve the minutes, as amended. Member Nietz seconded the motion. Motion carried 4-0. [Member Hannafin arrived at 5:34 p.m.]
- **C. MODIFICATION OF AGENDA** (1-0034) Chairperson Williamson reserved the right to modify the agenda, as necessary.
- **D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS** (1-0039) None.
- E. PUBLIC HEARING:
- **E-1. DISCUSSION AND ACTION REGARDING THE 2002 CHRISTMAS ORNAMENT AND CREATION OF A SUBCOMMITTEE TO DESIGN AND ORDER THE 2003 ORNAMENT** (1-0040) Chairperson Williamson referred to the letter from Doreen Mack included in the agenda materials. She provided background information on development of the ornament and discussed its distribution. She advised that once articles appeared in the *Nevada Appeal* and the *Reno Gazette-Journal*, the ornaments quickly sold out.

(1-0070) Doreen Mack advised that many people have come into her shop requesting the 2002 ornament. She requested that the Committee re-issue a limited number of the 2002 ornament next year in addition to the 2003 ornament. Discussion took place regarding the number of ornaments sold this year, and Chairperson Williamson suggested forming a subcommittee to begin working on the 2003 ornament. Members Hannafin, Nietz, and Zola volunteered to serve on the subcommittee. [Vice Chairperson Johnson and Member Tresnit arrived at 5:38 p.m.] Discussion took place regarding whether or not to redistribute the 2002 Laxalt Building ornament. Ms. Mack expressed the opinion that the newspaper articles were the

reason for the successful sales. In response to a question, Chairperson Williamson advised that costs were recovered, and the profit has been deposited to a designated account. No formal action was taken.

- **E-2. DISCUSSION AND ACTION REGARDING THE REPORT OF ACTIVITIES FROM THE DOWNTOWN CARSON CITY BUSINESS ASSOCIATION** ("**DCCBA**") (1-0177) Member Nietz advised that the DCCBA was not notified of the meeting. (1-0182) Ms. Mack suggested that the banner proposed by Mr. Block during the last meeting would be "a lot of sign clutter," and that the Committee consider this prior to many banners being made.
- E-3. DISCUSSION AND ACTION REGARDING THE REVIEW AND CHANGES TO THE 1999 RESOLUTION RE-ESTABLISHING THE CARSON CITY REDEVELOPMENT DISTRICT INCENTIVE PROGRAM AND THE BYLAWS OF THE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE (1-0196) Chairperson Williamson referred to the draft resolution included in the agenda materials, and discussed the purpose of the revisions. She reviewed the proposed revisions, and discussion took place with regard to Committee members having "no financial interest in the Redevelopment District." Vice Chairperson Johnson suggested consulting the District Attorney's staff and the City's redevelopment counsel with regard to the parameters of financial interest. Member Tresnit suggested it may be difficult to compose a Committee based on the criteria outlined in the draft resolution. He discussed the learning curve involved in serving on the Committee.

(1-0340) Doreen Mack expressed the opinion that downtown business owners should be involved in the Committee. No one else will be able to fairly represent the redevelopment district business and property owners.

Member Nietz referred to the "Ethics of Committee Members" section of the draft Bylaws and suggested that adhering to the requirements outlined therein would sufficiently cover the Committee members. Member Hannafin agreed with Vice Chairperson Johnson's earlier suggestion to request a legal opinion. Mr. McCarthy suggested that the proposed revisions may attract individuals within the community "who are outside of downtown" and can bring a new perspective to the downtown.

(1-0385) Dan Mooney suggested that the highest priority for selection of Committee members should be people who would have the highest probability of assisting the Committee in achieving the goals of the Redevelopment Strategic Plan. He further suggested that the issue may be a determination of a prospective Committee member's loyalties, whether to the downtown, to a profession, etc., and whether the person's skills would add value to the Committee's decisions and, thus, the recommendations provided to the Board of Supervisors.

Member Lushina suggested that Committee members who have no interest in the redevelopment district will be a problem. He further suggested there will always be "conflicts of interest." He expressed a concern that the Committee's mission could be undermined by someone who had more of an interest in developing another part of the City. Chairperson Williamson suggested removing the phrase "who have no financial interest" and adding "one business or property owner" to the membership requirements. There would then be three additional members who would be required to be "widely skilled" in the listed professional categories. Discussion took place regarding expanding the Committee membership from seven to nine, adding two categories to include one business and one property owner, and the possibility of an additional redevelopment project. Vice Chairperson Johnson suggested adding a general contractor or construction manager to the list of widely skilled professionals. Member Hannafin reviewed the suggested revisions. Mr. McCarthy advised that he would reagendize this item after the legal opinion is rendered. Vice Chairperson Johnson suggested requesting a representative of the District Attorney's office to attend

the meeting at which the revised draft is agendized. The Committee members then reviewed and discussed revisions to the language regarding Redevelopment Incentives. Vice Chairperson Johnson suggested having the District Attorney's staff review use of the term "infrastructure" to determine whether it should be further defined, and the possibility of attaching a fiscal note.

Chairperson Williamson referred to the Bylaws, and Mr. McCarthy advised that he would revise the bylaws according to the Committee's recommended revisions to the draft resolution. An amended version will be provided at the next meeting. He requested the Committee to advise him of other needed revisions. Discussion took place regarding term lengths and limits, and Vice Chairperson Johnson thanked Mr. McCarthy for "streamlining" the language. No formal action was taken.

E-4. DISCUSSION AND ACTION REGARDING POTENTIAL USES AND IMPROVEMENTS OF THE PONY EXPRESS PAVILION (1-2180) - Mr. McCarthy provided background information on this item, and advised of conversations with John Procaccini regarding the possibility of moving the Sierra Starlight Theater to Mills Park. Carson City Convention and Visitors Bureau Executive Director Candace Duncan has discussed with Mr. Procaccini the possibility of a concert series in Mills Park which would begin during the Rendezvous weekend and run concurrently for six weeks thereafter, ending on the Silver Dollar Car Classic weekend. Mr. McCarthy discussed costs, possible performers, and the Pony Express Pavilion as a venue. He advised that Mr. Procaccini has expressed a willingness to work with the City and Redevelopment to have a consultant acoustically analyze the Pavilion and make a determination regarding costs to convert it to a workable concert venue. Mr. McCarthy discussed "measures" such as the audience members' experience, the performers' experience, and workable acoustics.

Member Hannafin expressed support for the acoustic analysis, and advised that the process for solving the acoustic problems will be in phases. He indicated that the acoustic problems will not be completely addressed until the building is enclosed. Mr. McCarthy clarified there has been no formal agreement made with Mr. Procaccini. He and his investors are being encouraged to consider Carson City as a good place to do business. Chairperson Williamson provided an overview of the discussions which have taken place with Mr. Procaccini.

Mr. McCarthy responded to questions regarding the possible seating capacity of the Pavilion, and discussed the importance of appropriate, quality seating. Chairperson Williamson discussed the vision for a "festival atmosphere." Mr. McCarthy advised that the purpose of this agenda item was to provide an update to the Committee with regard to the goals of the strategic plan to hold a major marketing event in the redevelopment district. He acknowledged that he will continue discussions with Mr. Procaccini, and that this item will be reagendized as more information becomes available. No formal action was taken.

E-5. DISCUSSION AND ACTION REGARDING DOWNTOWN STRATEGIC PLANNING

(1-0735) - Dan Mooney introduced Keith Shroy, of Calculated Industries, and Professor Dave Campbell. He advised that the radio station is operational at 10 watts as of today. He explained that KPTL overrides the radio station and that the antenna will need to be moved because its existing location creates standing waves. He will be talking with Dwight Millard about the possibility of installing the antenna on one of his downtown buildings. Mr. Mooney advised there are no available FM frequencies. He further advised that Dave Morgan has agreed to be the announcer for the AM station. He requested the Committee to develop copy for Mr. Morgan to announce, and discussion took place with regard to the same. Vice Chairperson Johnson volunteered to serve on a subcommittee to draft radio announcement copy.

Mr. Mooney introduced Mia MacKenzie. He distributed a Marketing Plan Summary and provided an overview of the same. Mr. Shroy explained the concept to develop a multimedia presentation that can be used by a number of individuals within the community to present the marketing program to potential donors or participants, and later be used in television advertising and promotion. Mr. Mooney inquired as to how soon the Committee would like the program to be ready to present to potential investors, and discussion took place with regard to the same. Mr. Mooney and Professor Campbell discussed costs associated with various time frames.

Mr. McCarthy discussed discreet marketing efforts which go on within City government, such as Susie Stockdale's contract to develop the City's annual report and discussions with Interim City Manager Andy Burnham to remodel the City's letterhead. Mr. McCarthy has requested Ms. Stockdale to discuss economic development marketing tools, and inquired as to how this will fit with the strategic plan and the possibility of combining efforts with the marketing team. Mr. Mooney expressed a concern that the project will become increasingly unwieldy as more people become involved. In addition, the creativity produced by a group is higher if the group is autonomous. He clarified that this was not to say that efforts should not be coordinated because project management is best. He agreed with sharing resources, but advised that there needs to be a "clear, distinct, unimpeded line of authority from this [Committee] down to the marketing group." The marketing group must be able to act in their best professional judgment to get things done. Mr. Shroy advised that the marketing group realized that waiting until Carson City is "presentable" to begin the visual process would be May, June, or July. There are other more efficient, less expensive resources for photographs of downtown events and activities which are part of the ambience to be included in the presentation.

Professor Campbell acknowledged Mr. McCarthy's concern regarding "individual marketing efforts riding off into various sunsets." He discussed the importance of communication among the individuals involved in the various efforts. Mr. McCarthy suggested that there are other ways to leverage funds for the marketing group. Mr. Mooney inquired as to the number of other marketing efforts in Carson City. He acknowledged that the marketing group will be coordinating with the CCC&VB. Mr. McCarthy referred to the work being done by the City's Public Information Team to develop the annual report, and revisions to the City's stationery. Ms. Mack referred to the Telegraph Square marketing group.

In response to a question, Mr. Mooney advised that the marketing group has developed a "rudimentary budget." Mr. Shroy acknowledged that the budget is nearly ready for presentation, and provided background information on its development. He clarified that the marketing team has recognized that identifying a funding source is the first step to making the marketing plan realistic. Once funding sources are identified, the plan can be implemented in phases. Mr. Shroy advised that part of the plan was the presentation material; another will be public relations development, correspondence, meetings, etc. In response to a question, Mr. Mooney advised that the focus will be on what draws people to Carson City and specifically to the downtown area. The marketing team considered two subgoals: increase pedestrian traffic downtown and increase vehicular traffic throughout the City. Ms. MacKenzie explained that the idea is to sell the concept of downtown in addition to being event driven to increase traffic on certain days as well as generally.

Discussion took place regarding various events which the marketing effort will strengthen, and Member Lushina cautioned that the marketing team will need to ensure it doesn't compete with established businesses. He discussed his interest in slowing down urban sprawl and using already-constructed venues, such as the Pony Express Pavilion, and underdeveloped areas in the redevelopment district, such as the V&T Roundhouse lot. Chairperson Williamson acknowledged that this is the focus of the Committee. Member Lushina expressed a reluctance to assist in projects outside the redevelopment district. Mr.

Mooney advised that the marketing plan is consistent with the strategic plan relevant to the redevelopment district. The funding for the marketing program is private enterprise and the purpose is to get people to come to Carson City with a major emphasis on the downtown area. The job of the marketing team is to convince people, who pay sales tax and are critical to the provision of community services, to help with the process, and that the program will, in turn, help them.

Vice Chairperson Johnson suggested developing a funding request, including an outline of the concept and some of the resources. In response to a question, she indicated she was "not uncomfortable" with a sixmonth time frame. She expressed the opinion that it would be better to take the time to "do it right." She commented that it is appropriate for the Redevelopment Authority to provide a portion of the seed money, and suggested other resources such as the City's general fund, the Chamber of Commerce, etc., for the remainder. Mr. Mooney advised that Attorney Chris MacKenzie will be developing a joint venture, which will have a board of directors, who will make decisions about how to spend the money. He acknowledged that the process will be ongoing, and that financing will be annually solicited from outside entities.

Mr. McCarthy reviewed the Redevelopment Authority budget and available funding, and suggested allocating enough funding to get the project going. In response to a question, Mr. Mooney advised that no legal entity has yet been established. He explained that the marketing team is a group of volunteers. He offered to form a corporation if the Committee so desired. Ms. MacKenzie explained that the marketing team's plan was to create the corporation with the people who agree to invest in the project once they see the video. Vice Chairperson Johnson explained the process for granting government funding, and Mr. Mooney agreed to incorporate. He acknowledged that the legal entity will be a non-profit organization. Chairperson Williamson acknowledged that a certain amount of funding could be set aside for a downtown marketing program. Mr. Mooney suggested appointing Mr. McCarthy as the project director. In response to a question, Mr. McCarthy advised that the Committee could take action to allocate funds to a marketing budget. In response to a question, Mr. Mooney advised that the marketing team has agreed that a marketing program could be produced for \$20,000.

Chairperson Williamson responded to questions from the public regarding the purpose and focus of the marketing program. Mr. McCarthy explained that the allocated funding will not be a "competitive pot of money" that other private business and property owners can access. The funding will be specifically allocated toward the project presented by the marketing team at this meeting. Chairperson Williamson further explained that the funding will not be subject to an application process. She acknowledged that Project Timeless is as a result of the overall vision studies. Vice Chairperson Johnson suggested allocating "a couple thousand" for the next month and then allocating additional funding once the legal entity is established. Discussion took place regarding the project time table, the strategic planning process, the resulting marketing plan, and the need for funding. Mr. Mooney discussed the results of the values and beliefs study and its relationship to the marketing plan. Vice Chairperson Johnson suggested involving the Board of Supervisors/Redevelopment Authority before getting too far down the road. In response to a question, Chairperson Williamson advised that the Redevelopment Authority Strategic Plan was presented to and adopted by the Board of Supervisors. Discussion took place regarding the marketing team's offer to repay the seed money.

Vice Chairperson Johnson moved to direct Mr. McCarthy to allocate \$2,000 to a marketing budget category to be applied solely to the project presented this evening, and that this matter be reagendized for the next meeting. Member Tresnit seconded the motion. Member Nietz referred to language in the Marketing Plan Summary, and expressed a concern that the funding should be allocated from a different City agency or from Economic Development. Mr. Mooney reiterated that the focus is downtown and not the entire City. Every previous study indicates that downtown should be the focus; there

is no way the focus could be on another part of the City. In response to a comment, Mr. Shroy advised that downtown has to be used as the "magnet." Member Hannafin commented that the redevelopment district includes the downtown area, which has been the focus all along. Member Zola advised of having reviewed strategic plan materials prior to the meeting, and expressed support for the motion. Chairperson Williamson called for a vote on the pending motion; **motion carried 7-0.** Chairperson Williamson thanked the marketing team for their presentation.

E-6. DISCUSSION REGARDING CURRENT AND POTENTIAL REDEVELOPMENT PROJECTS (1-2532) - Mr. McCarthy advised that the strategic planning process continues. For the benefit of the new Committee members, he explained that the process is a community-wide strategic plan called the Economic Vitality Plan. It has an umbrella group called the Economic Vitality Coalition which is comprised of approximately 15-20 members from the chair of each one of the groups that work on individual categories associated with the plan. He discussed the first meeting of the downtown work group, its composition, and focus. He advised that he will provide minutes of the work group meetings to the Committee.

Mr. McCarthy discussed work he has been doing with a national movie theater firm which prefers to work in progressive downtown communities that are considering sustainable growth within the community and stimulating downtown activities. He responded to questions regarding the amount of space needed, and discussed the vision of this firm. He requested the Committee members to refer him to an airplane pilot who could provide the movie theater firm representative with an aerial view of the City.

F. INTERNAL COMMUNICATIONS AND ADMINISTRATIVE MATTERS

- **F-1. FUTURE AGENDA ITEMS** Previously covered.
- **G. ACTION ON ADJOURNMENT** (1-2787) Vice Chairperson Johnson moved to adjourn the meeting at 7:41 p.m. Member Tresnit seconded the motion. Motion carried 7-0.

The Minutes of the January 8, 2003 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this 12th day of February, 2003.

ROBIN L. WILLIAMSON, Chair	