

**CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE**

**Minutes of the May 14, 2003 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, May 14, 2003 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

**PRESENT:** Chairperson Robin Williamson  
Art Hannafin  
Fred Nietz  
Morey Tresnit  
Sally Zola

**STAFF:** Joe McCarthy, Economic Development/Redevelopment 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 (1-0007)** - Chairperson Williamson called the meeting to order at 5:30 p.m. Roll was called; a quorum was present. Vice Chairperson Johnson and Member Lushina were absent.

**B. ACTION ON APPROVAL OF MINUTES - March 12, 2003 (1-0010)** - Member Zola noted a correction to page 3. Member Hannafin moved to approve the minutes, as amended. Member Zola seconded the motion. Motion carried 5-0.

**C. MODIFICATION OF AGENDA (1-0032)** - None.

**D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0035; 2418)** - Mr. Block expressed appreciation for the tenacity of the Committee members and staff to consider the "long term" aspect of redevelopment/economic development.

**E. PUBLIC HEARING**

**E-1. DISCUSSION AND POSSIBLE ACTION ON FUNDING A 12-WEEK COURSE SPONSORED BY THE NEVADA SMALL BUSINESS DEVELOPMENT CENTER TO CREATE A DOWNTOWN BUSINESS PLAN (1-0042)** - Mr. McCarthy provided background information on this item and reviewed the staff report. He introduced Dick Bartlett and Kathy Halbardier of the Small Business Development Center ("SBDC"). Mr. Bartlett provided information on the SBDC and discussed development of a new course outline specific to recruitment and development of businesses in Carson City's downtown core. He advised that several reports have been produced, one of which is the metro business activity report. All data collected has been geo-coded and sorted by business type, and Mr. Bartlett discussed the method by which businesses could be grouped together in order to determine trends. He responded to questions regarding the course format and guest facilitators. Mr. McCarthy responded to questions regarding integration of the course with the efforts of the downtown work group and the marketing group. Mr. Bartlett discussed the purpose of the resulting business plan. He acknowledged that

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the SBDC is a resource to individual business owners. He encouraged existing business owners to participate in one of the established “next level courses” offered by the SBDC. In response to an additional question, Mr. Bartlett discussed the proposed outcome of the course.

(1-0300) Mr. McCarthy responded to questions regarding the funding source. Doreen Mack expressed concern over allocating the funding toward the proposed course. She provided background information on the Telegraph Square Marketing Consortium and past efforts to unify downtown businesses. She suggested that more studies and courses will not “motivate people any more than they have already been motivated.” She advised that since the strategic planning process began, three businesses have been lost from the Telegraph Square area. She discussed the concept of establishing “neighborhood groups”, and the events sponsored by the Telegraph Square Marketing Consortium. She suggested that the proposed course may not represent the best use of redevelopment funds.

(1-0364) Miya MacKenzie discussed Reno’s Artown marketing concept and advised that the proposed course represents more of a community effort toward marketing.

Chairperson Williamson responded to questions regarding the boundaries of the downtown redevelopment district, and discussion took place with regard to the same. (1-0395) Ms. Mack discussed complaints received during last year’s Taste of Downtown event because of the expanded area.

(1-0415) John Davis, of Java Joe’s, referred to previous research, the strategic planning process, and various surveys conducted over the years, and suggested spending the requested funding to hire an independent contractor to develop a plan.

Member Hannafin discussed the work done over the last year and a half to develop an economic vitality plan, which included the downtown work group. He reviewed the redevelopment plan concept which called for a loop around the downtown area to “embrace all of the mixed uses we could generate.” Areas for redevelopment projects have been identified and are being “put down on paper.” Member Hannafin pointed out that developing strategies and encouraging development in a larger area of the downtown takes time. He acknowledged that Telegraph Square and Curry Street are vital parts of the downtown, but commented that “a great deal more” needs to happen. Chairperson Williamson discussed the various hubs of activity throughout the downtown redevelopment district. She suggested that the hubs need to be supported and transition zones developed so people feel comfortable walking from one to the other. She discussed the need to build on the existing hubs to attract businesses to support and compliment each other.

(1-0482) Ms. Mack discussed the struggle experienced by small business owners.

(1-0499) Terry Basa, of Sugar Pine Cove, discussed the importance of referrals to other small businesses. She expressed the opinion that the only chance of survival for small business owners is to “be friends and help each other.”

(1-0509) Jed Block expressed support for funding the course, and discussed improvements to the Brougher-Bath House and the Lucky Spur. He expressed the opinion that all small business owners are struggling, and suggested that the course is “part of the evolution.” When the Lucky Spur opens and the Brougher-Bath House is occupied, the fruits of everyone’s labor will be realized.

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(1-0555) Ann and Cheryl, of A Treasure Basket, expressed agreement that the small business owners have to work together. Ann commented on the number of people who have been in her store for the first time even though it has been in existence for three and a half years.

In response to a question, Chairperson Williamson indicated that there is funding available for printing another brochure. She requested that all businesses be incorporated in order to print one brochure rather than funding two separate brochures. She advised that this matter could be agendized for a future meeting.

Member Tresnit commented that Mr. Bartlett and Ms. Halbardier have enough expertise to unify businesses from all parts of the community. In response to a question, Mr. Bartlett advised that SBDC staff will work together with Mr. McCarthy on the course outline and then determine a start date. Mr. McCarthy suggested that the course should begin in the fall and Member Tresnit agreed. Mr. McCarthy advised that the curriculum will be based on the general consensus of the various participants in the redevelopment strategic plan and the economic vitality plan. The curriculum will include specific, measurable outcomes. **Whereas the effort described this evening is an extension of planning, promotions, and marketing efforts, Member Hannafin moved to endorse the proposal in the sum of \$10,500. Member Nietz seconded the motion.** Mr. McCarthy responded to questions regarding the funding allocation in connection with the City's fiscal year. Chairperson Williamson called for a vote on the pending motion; **motion carried 5-0.**

**E-2. DISCUSSION AND POSSIBLE ACTION ON ORMSBY HOUSE RENOVATION UPDATE** (1-0653) - Mr. McCarthy commented that the Ormsby House is the "jewel" of the downtown area. Larry Tiller, of Cubix Corporation, provided a detailed review of renovations to the Ormsby House, including the Winchester Club, the parking garage, the pedestrian bridge, the main entrance, the lobby, the casino, the grand staircase, the cabaret lounge, the coffee shop, and the business center. He discussed the goal to make the Ormsby House a business hotel, and advised that the owners will pursue a four-star rating. He explained that requirements for a five-star rating include being located in a major metropolitan area. He advised that there will be 130 suite-sized rooms, equipped with high speed DSL and most likely printers. He hopes the renovations will be complete by the end of 2003 and that the Ormsby House can be open shortly after the first of the year. He discussed difficulties associated with the renovation project.

In response to a question, Mr. Tiller advised there are no plans for Jack's Bar at present; but the owners plan to have the building evaluated for safety. He advised that the Capital Motel will be demolished after the first of July. In response to a question, he discussed the health club facility which is part of the renovation project. He responded to additional questions regarding entertainment in the cabaret lounge, meeting space, room rates, and the Ormsby House logo.

**E-3. DISCUSSION AND POSSIBLE ACTION ON MARKETING TEAM REPORT** (1-1070) - Miya MacKenzie distributed a Shop Carson City Foundation update and reviewed the same. In response to a question, she advised that Attorney Chris MacKenzie will be developing the legal aspects of the Foundation. The marketing team will be looking for an accountant to develop the financial aspect. The Foundation will be developed this summer after the Legislative session has ended. In response to a further question, Ms. MacKenzie explained the purpose of the Foundation. Member Nietz suggested folding the Telegraph Square Merchants Consortium and the Downtown Carson City Business Association into "a single, umbrella organization." Ms. MacKenzie acknowledged that this is the direction of the marketing team. The Committee members commended Ms. MacKenzie on the marketing team's progress.

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**E-4. DISCUSSION AND POSSIBLE ACTION ON CAPITAL CITY MUSIC SERIES REPORT (1-1216)** - John Procaccini introduced himself for the record, and provided background information on the Capital City Music Series. He distributed a concert schedule to the Committee members, staff, and citizens present. He discussed acoustical and aesthetic treatments to the Pony Express Pavilion to accommodate the concert series, including support from Greenhouse Garden Center and enhancements to the state-of-the-art sound system purchased for the concert series in Genoa. He advised of the overwhelming success of the sponsorship drive. He discussed the web-based ticketing system at carsoncitymusic.com. He acknowledged that the ticketing system will eventually be used for the Upstage Center and the Brewery Arts Center; however, it is presently focused on the Capital City Music Series. Mr. Procaccini responded to questions regarding the process for purchasing and picking up tickets, and Ms. Basa offered her store as an additional ticket outlet.

Chairperson Williamson advised that complimentary tickets are available to sponsors and, at her request, Mr. Procaccini described chalets which will accommodate ten people and provide for a valet, wine, and snacks. He responded to questions regarding the cost of the chalets and Chairperson Williamson discussed advertising opportunities. Mr. McCarthy pointed out that the concert series represents a goal of the redevelopment strategic plan. Mr. Procaccini responded to additional questions regarding ticket prices and the nature of the concerts. He thanked the Committee for their vision, for supplying Ms. MacKenzie as the marketing/PR professional, and for the Arlington Group's collaboration on the Rendezvous. Mr. McCarthy discussed the importance of the concert series being successful.

**E-5. DISCUSSION AND POSSIBLE ACTION ON DOWNTOWN CARSON CITY BUSINESS ASSOCIATION ("DCCBA") UPDATE (1-2018)** - Jed Block provided a report on the activities of the DCCBA, and advised that he will be conducting another membership drive in June. He discussed increasing the membership fee and including new members in the new brochure. He displayed a sample banner utilizing the Redevelopment Strategic Plan logo, and discussed Mayor Masayko's suggestion to place one banner on each downtown City block. Chairperson Williamson referred to Member Hannafin's suggestion at the April meeting to place a sign at the location of projects funded by redevelopment. Discussion took place regarding the colors, and Mr. Block discussed the possibility of developing a banner to hang across Carson Street when other banners are not being displayed. He offered to contact NDOT and the sign maker to discuss details and provide an update to the Committee at a future meeting. Member Nietz suggested postponing development of a new brochure until the Shop Carson City Foundation is underway. Mr. McCarthy discussed the importance of encouraging the business owners by funding both brochures in the near term. Mr. Block reiterated that he will be conducting a membership drive in the near future. The Committee members thanked Mr. Block for his report.

**E-6. DISCUSSION AND POSSIBLE ACTION ON WORK GROUP REPORT (1-2274)** - Mr. McCarthy referred to the work group report included in the agenda materials and provided a brief overview of the same. He encouraged the Committee members to review the report.

**E-7. DISCUSSION AND POSSIBLE ACTION ON ORNAMENT COMMITTEE REPORT (1-1584)** - Member Nietz discussed the working group meeting and displayed photographs of the building nominees, as follows: The Bliss Mansion, the Ferris Mansion, the Nevada State Museum, and St. Peter's Episcopal Church. Discussion took place with regard to the same.

(1-1648) Ms. Basa suggested reissuing last year's ornament, and discussion ensued.

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Member Hannafin agreed that a larger order should be placed for the 2003 ornament. He expressed a preference for selecting the Nevada State Museum and agreed with the suggestion of printing Carson City on the Laxalt Building ornament and reissuing a certain number. He further suggested including “#2” or “2<sup>nd</sup> edition” on the reissued ornaments. [Member Hannafin left the meeting at 7:00 p.m. A quorum was still present.]

(1-1741) Mr. Block suggested manufacturing 1500 ornaments per year and reissuing an additional 1000 of the Laxalt Building ornament. In response to a question, Chairperson Williamson advised that the ornaments were sold to retailers for \$10 and they, in turn, sold them for \$15. Additional discussion took place regarding the number of ornaments to order and the building to select. **Member Zola moved to select the Nevada State Museum for the 2003 ornament and to order 1500 of the 2003 ornaments; and order an additional 1000 of the 2002 Laxalt Building ornaments with the addition of “Carson City” on the back.** Member Nietz advised he would contact the company and provide proofs for review at the next meeting. Chairperson Williamson called for a vote on the pending motion; **motion carried 4-0.**

**E-8. DISCUSSION AND POSSIBLE ACTION ON KIOSK AND EVENTS CALENDAR UPDATE** (1-2286) - Chairperson Williamson advised that Member Hannafin has engineered the kiosk. Mr. McCarthy will be speaking with the City’s Contract Coordinator to determine the process for sending the project out to bid. Discussion took place regarding locations for the kiosk(s). Chairperson Williamson advised that an events calendar is in the process of being developed.

**F. INTERNAL COMMUNICATION AND ADMINISTRATIVE MATTERS**

**F-1. FUTURE AGENDA ITEMS** (1-2353) - Chairperson Williamson advised that the DCCBA and Carson Street banners will be agendized. Member Nietz requested that final approval of the ornament be agendized. Chairperson Williamson reviewed possible additional agenda items, including a preliminary curriculum from the SBDC, a marketing team report, and an update on the concert series.

**G. ACTION ON ADJOURNMENT** (1-2441) - Member Zola moved to adjourn the meeting. The motion was seconded and carried 4-0.

The Minutes of the May 14, 2003 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this 11<sup>th</sup> day of June, 2003.

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ROBIN L. WILLIAMSON, Chair