

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE
Minutes of the March 13, 2002 Meeting
Page 1

A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, March 13, 2002 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 McCarthy
Fred Nietz
Morey Tresnit

STAFF: Rob Joiner, Economic Development/Redevelopment Manager
Kathleen King, Recording Secretary

NOTE: Unless indicated otherwise, each item was introduced by Chairperson Williamson. 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 5:35 p.m. Member Tresnit arrived at 5:38 p.m. Member Browne was absent.

B. ACTION ON APPROVAL OF MINUTES - FEBRUARY 21, 2002 (1-0008) - Member Nietz moved to approve the minutes. Member McCarthy seconded the motion. Motion carried 4-0.

C. MODIFICATION OF AGENDA (1-0021) - None.

D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0025) - None.

E. PUBLIC HEARING:

E-1. DISCUSSION AND ACTION REGARDING A REQUEST FROM MARK FALCONER, NEVADA STATE MUSEUM (PROPERTY OWNER: STATE OF NEVADA), FOR REDEVELOPMENT PROGRAM FUNDING FOR INSTALLATION OF EIGHT SIGNS ON PROPERTY LOCATED AT 600 NORTH CARSON STREET, APN 003-283-06, IN THE AMOUNT OF \$6,880.00, OR AN AMOUNT NOT TO EXCEED TWENTY PERCENT OF THE TOTAL PROJECT COST (1-0027) - Facility Supervisor Mark Falconer introduced Museum Director Jim Barmore and advised of the presentation to, and subsequent approval of the project by, the Historic Resources Commission at their March 12, 2002 meeting. At the request of Chairperson Williamson, Mr. Falconer provided an overview of the project and the funding request. He displayed the project designs developed by Young Electric Sign Company and reviewed the same. Mr. Barmore responded to questions regarding available funding, the project phases, the funding request, and scheduled fund raisers. Discussion took place regarding the proposed location for the monument sign, and Mr. Falconer advised of plans to experiment with a cardboard version of the sign to determine the best location. He offered to notify Mr. Joiner of the date and invited the Committee members to participate.

Member Hannafin commended Mr. Barmore and Mr. Falconer on the project, referred to staff's recommended motion included in the agenda materials, and **moved to approve a request from Mark Falconer and James Barmore, applicants, State of Nevada, owner, for redevelopment incentive funding in the amount of \$7,702, or an amount not to exceed twenty percent of the project cost, for installation of eight signs on property located at 600 North Carson Street, APN 003-283-06; in the form of the motion provided by staff. Member Nietz seconded the motion.** In response to a question, **Member Hannafin amended his motion to indicate approval of the request in the amount of \$6,880. Member Nietz continued his second. Motion carried 6-0.** Mr. Falconer thanked the Committee on behalf of the Nevada State Museum. Chairperson Williamson expressed appreciation for the partnership between the City and the State in redevelopment of the old FIB building. Member Hannafin requested acknowledgment of the City's funding contribution.

E-2. DISCUSSION AND ACTION REGARDING THE REPORT OF ACTIVITIES FROM THE CARSON CITY DOWNTOWN BUSINESS ASSOCIATION (1-0290) - Mr. Joiner referred to the letter from Doreen Mack included in the agenda materials, and advised that the Association has been renamed as the Downtown Carson City Business Association. Maxine Nietz provided information on the activities and future plans of the Association. She invited the Committee members to a "kick off meeting" scheduled for Tuesday, April 9th at 5:30 p.m. at Comma Coffee. No formal action was taken.

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the March 13, 2002 Meeting

Page 2

E-3. DISCUSSION AND ACTION REGARDING APPLICATIONS FOR SPECIAL EVENTS GRANT FUNDS SUBMITTED TO REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE (1-0323) - Member Nietz advised of a financial interest in one of the applications and, following discussion regarding Nevada Open Meeting Law procedure, left the meeting room.

(1-0365) **Carson City Rendezvous Committee** - Ms. Nietz provided background information on the Rendezvous and discussed plans for this year's event. She displayed and circulated last year's Passport, reviewed the grant funding application, and discussed the involvement of Carson-Tahoe Hospital HealthSmart. She responded to questions regarding this year's concert and income sources.

(1-0449) **Arlington Group** - Ms. Nietz discussed the details of the Sierra Front Follies event, including the proposed dates, location, and performers. She reviewed the grant funding application, and responded to questions regarding the event schedule, dates, and vendors.

(1-0545) **Advocates to End Domestic Violence** - Chairperson Williamson referred to the presentation made by Lisa Lee at the February 21st Committee meeting. Kerrie Solemsaas reviewed the funding application for the Taste of Downtown event and responded to questions regarding the purpose for the funding and the ticket prices.

(1-0587) **Carson City Junior Chamber of Commerce** - Veronica Spurlock-Harmon, Chairman of the Carson City Jaycees Board, introduced Laura Brown, Carson City Jaycees President, and advised that the date of the Chili Cookoff and Beer Tasting Event has been rescheduled to July 13th. She provided information on the mission of the Carson City Jaycees and its annual events, discussed the details of the Chili Cookoff and Beer Tasting Event and the purpose to raise funds for the Jaycees' Happy Feet program. She reviewed the application and responded to questions regarding the event and the possibility of combining the Chili Cookoff with the Fridays@Third events.

(1-0687) **Masers, Inc.** - George Maser reviewed the applications for the following events: Learn to Fence Day, Dragon's Breath Renaissance Faire, Doggie Olympics, and Dragons Lair. He responded to questions regarding profit sharing with the City, working with service clubs and youth organizations, his staff, and the length of time he has been putting on events in Reno. At the request of Member Hannafin, Mr. Maser prioritized the events as follows: Dragon's Lair, Doggie Olympics, and Learn to Fence Day/Dragon's Breath Renaissance Faire. Mr. Maser responded to additional questions regarding admission and vendor fees for the Pet Olympics and the proposed location for the events.

(1-0955) **Mom & Pop's Diner and Catering** - Doug Cramer distributed the event schedule for the Fridays@Third Street events, and reviewed the letter attached to his application. In response to a question, he described the proposed location for the stage. Mr. Joiner responded to questions regarding the possibility of using the City's portable stage. Discussion took place regarding available stages/riser systems and transportation of the same. Mr. Cramer responded to additional questions regarding event costs, performers/entertainment, last year's attendance, the hours for each event, the food/drink format, the involvement of other Third Street merchants, and the purpose for the events. He discussed plans for advertising and Member McCarthy offered to work with him on publicity.

(1-1277) **Carson City Library Foundation** - Traci Haakinson, Deputy Director of the Carson City Library, introduced herself and Frieda Ford, Library Foundation Director. Ms. Haakinson discussed the purpose of the event and explained the mission of the Carson City Library Foundation and Friends of the Library. She reviewed statistical information for the Oktoberfest event over the last four years, and responded to questions regarding the location. She discussed advertising and promotion, and Ms. Ford advised that the requested funding will be applied toward advertising costs. Ms. Haakinson noted that all profits from the event are used to benefit the community. She responded to questions regarding the possibility of raising the ticket prices, food/drink prices, and the performers. She acknowledged that Oktoberfest is advertised by the Convention and Visitors Bureau on the light poles along Carson Street.

(1-1432) **Nevada Day, Inc.** - Virginia Nuzum reviewed the grant application and responded to questions regarding the purpose for the funding, proposed locations for the bands, and other events sponsored by Nevada Day, Inc.

(1-1511) **Silver Dollar Car Classic** - Candace Duncan provided background information and discussed plans for this year's event.

(1-1588) **Nevada Landmarks Society** - Chairperson Williamson referred to the addendum provided prior to the start of the meeting. Paula Cannon reviewed the events outlined in the grant application, and discussed advertising and promotion. She acknowledged that the funding amount requested is \$7,450.

(1-1738) **Nevada Hispanic Services** - Ms. Nietz reviewed the applications for the Salsa Y Salsas! Festival and the Cinco de Mayo Celebration. She discussed the success of last year's Salsa Y Salsas! event after the venue was changed

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the March 13, 2002 Meeting

Page 3

from the Pony Express Pavilion to the Legislative Plaza. She reviewed plans for the Forum for the Future element of the event. In response to a question, Ms. Nietz advised that the income and expenses listed on the applications represent the budget of Nevada Hispanic Services. She provided background information on the Cinco de Mayo Celebration and advised that it will be held at the Nevada State Museum Plaza. She reviewed statistical information on the Hispanic community in Carson City since the last census.

In response to a question, Mr. Joiner advised that \$50,000 has been budgeted for special events. He acknowledged that approximately \$23,000 has been budgeted for the Wild West Tour, the Ghost Walk, and the Sunday Concert Series, and that this amount is separate from the special events budget. Discussion took place regarding the Redevelopment Authority budget, the total amount of grant funding requests, and the last year's special events budget. Vice Chairperson Johnson suggested that those events being held in the downtown core should receive funding priority. [Chairperson Williamson recessed the meeting at 7:15 p.m. and reconvened at 7:20 p.m.]

Chairperson Williamson provided an opportunity to each of the applicants to reduce the amounts requested in their grant applications. Ms. Ford pointed out that the Carson City Library Foundation request is less than some of the other requests. Ms. Nietz noted that although the Kit Carson Rendezvous is held in Mills Park, the Saturday morning parade route begins at the Capitol, moves along Carson Street and Highway 50 East, and ends at Mills Park. Ms. Spurlock-Harmon indicated that the Carson City Jaycees, as a non-profit organization, will "take anything that anybody would give us." Member McCarthy pointed out that many of the applicants will be offered less than the amount requested. **Member Hannafin moved to designate \$40,000 as the special events budget at this time in order to reserve \$10,000 for other events that inevitably come along. Member McCarthy seconded the motion. Motion carried 5-0.** Mr. Maser stated that his events "could work on almost anything," and advised that they can be moved to venues other than the Pony Express Pavilion.

Extensive discussion took place regarding the method by which to prioritize the events, and consensus of the Committee was for each member to designate an amount of funding for each event and then to discuss revisions. Following Member McCarthy's proposed funding designations, the Committee members discussed and revised the amounts. **Vice Chairperson Johnson moved to recommend approval of the following grants for special events: Carson City Rendezvous Committee - \$5,000; Arlington Group for Sierra Front Follies - \$4,450; Advocates to End Domestic Violence - \$2,800 for the Taste of Downtown; Carson City Junior Chamber of Commerce - \$2,500 for the Chili Cookoff; Mom & Pop's Diner - \$5,000 for the Fridays@Third events; Carson City Library Foundation - \$1,500 for Oktoberfest; Nevada Day, Inc. - \$5,000 for the Nevada Day Celebration; Silver Dollar Car Classic - \$2,500 for the parade and dance; Nevada Landmarks Society - \$5,000 for their proposed events; Nevada Hispanic Services - \$3,500 for Salsa Y Salsas! and another \$3,500 for the Cinco de Mayo Celebration. Member Hannafin seconded the motion.** Member McCarthy suggested reducing the Carson City Rendezvous Committee request by \$750, and discussion took place with regard to the same. **Vice Chairperson Johnson amended her motion to reduce the Carson City Rendezvous Committee amount to \$4,250 rather than the previous \$5,000. Member Hannafin continued his second. Motion carried 5-0.** Member Nietz returned to the meeting room.

E-4. DISCUSSION AND ACTION REGARDING DOWNTOWN STRATEGIC PLAN TASK FORCE MEETINGS (1-3161) - Mr. Joiner provided an overview of the task force activities. No formal action was taken.

E-5. DISCUSSION AND ACTION ON DOWNTOWN STRATEGIC PLAN OPERATIONS PLAN (2-0005) - Mr. Mooney discussed the recent focus group meeting which took place to determine the major elements of Carson City's cultural heritage. He responded to questions regarding the focus group participants, and discussion took place regarding their opinions. Mr. Mooney requested the Committee

members to review the results of the focus group and provide comments and suggested revisions. Additional discussion took place regarding the influence of cultural heritage on the community today.

Mr. Mooney distributed a revised draft Values and Beliefs Study Questionnaire, and reviewed the same. At the request of Chairperson Williamson, he provided information on Dick Bartholett's background and experience. He explained the purpose of the questionnaire, and the Committee members discussed revisions to the same. Mr. Mooney responded to questions regarding the number of completed surveys required for a 95% confidence level. Discussion took place regarding the method by which the surveys will be conducted, the cost, the benefit of the results, the importance of having the surveys conducted by professionals rather than volunteers, and the natural bias found in every survey. In response to a question, Mr. Mooney discussed his opinion of value questions and the Committee members provided additional suggested revisions to the questionnaire. Vice Chairperson Johnson requested Mr. Joiner to reagendaize this item for the April meeting in order

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the March 13, 2002 Meeting

Page 4

that the Committee can take action to approve having the survey professionally conducted. The Committee members commended Mr. Mooney on the questionnaire. No formal action was taken.

E-6. DISCUSSION AND ACTION REGARDING REDEVELOPMENT AUTHORITY BUDGET EXPENDITURES AND 2002-2003 FISCAL YEAR BUDGET ASSUMPTIONS (2-0681) - Consensus of the Committee was to defer discussion and action on this item until the April meeting.

E-7. DISCUSSION AND ACTION ON CURRENT AND POTENTIAL REDEVELOPMENT PROJECTS - Deferred.

F. INTERNAL COMMUNICATIONS AND ADMINISTRATIVE MATTERS

F-1. FUTURE AGENDA ITEMS - Previously covered.

G. ACTION ON ADJOURNMENT (2-0692) - Member McCarthy moved to adjourn the meeting at 8:45 p.m. Vice Chairperson Johnson seconded the motion. Motion carried 6-0.

The Minutes of the March 13, 2002 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this _____ day of April, 2002.

ROBIN L. WILLIAMSON, Chair