A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, September 12, 2001 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

(RACC 09/12/01)

**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 5:30 p.m. Roll was called; a quorum was present. Member Browne was absent.
- **B. ACTION ON APPROVAL OF MINUTES AUGUST 15, 2001** (1-0015) Member Hannafin moved to approve the minutes. Member Nietz seconded the motion. Motion carried 6-0.
- C. MODIFICATION OF AGENDA (1-0032) Chairperson Williamson modified the agenda to address item E-4 prior to item E-1. (1-0283) Chairperson Williamson modified the agenda to address item E-3 following item E-4.
- **D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS** (1-0040) Chairperson Williamson distributed written comments from Pat Hennessy to the Committee members and staff. (1-0270) Maxine Nietz advised that Nevada Hispanic Services decided to cancel the Salsa Y Salsa event due to the September 11<sup>th</sup> terrorist attacks in Washington, D.C. and New York.

#### E. PUBLIC HEARING

E-1. DISCUSSION AND ACTION ON DOWNTOWN CAPITAL IMPROVEMENTS FOR FY 01/02, INCLUDING CURRY STREET INTERSECTION IMPROVEMENTS; PLANTER AND LANDSCAPING AT NORTH PLAZA AND EAST PROCTOR; SECURITY RAILING ON SOUTH CARSON STREET AT WEST FOURTH STREET; AND LIGHTING AND PLANTER IMPROVEMENTS IN PARKING LOT AT SOUTH CURRY AND WEST SECOND STREETS (1-0353) - Mr. Joiner advised of a conversation with Transportation Manager John Flansberg wherein he

secured a price (\$5,000) and the cooperation of the Streets Department crew to extend the Carson Street railing south to Fourth Street. He further advised that a contract has been entered into with an electrical designer for construction of the parking lot on Curry Street between Second and Third Streets. The project is anticipated to be complete by October. In addition, the Streets Department crew will be completing reconstruction of the planter at Plaza and East Proctor Streets, and removal of the island on the west side of Plaza Street. In response to a question, Mr. Joiner advised that the tree will be saved. Discussion took place regarding the tree, improvements to the planter, the possibility of involving Parks Planner Vern Krahn in the design of the Curry Street intersection improvements, trees and lighting, and pedestrian walkways. Mr. Joiner advised of a meeting with Doreen Mack, of the Downtown Merchants Association, and Scott Fahrenbruch, Parks Superintendent, with regard to planting trees on Telegraph Street between Carson and Curry Streets. Member Hannafin discussed the possibility of closing streets and the need for periodic sidewalk cleaning. Chairperson Williamson suggested that the Committee consider developing a plan for Curry Street and establishing priorities. Member Hannafin moved that the Committee recommend and authorize that Mr. Joiner proceed with demolition and reconstruction of the subject sidewalk and planter at East Proctor and North Plaza Streets, and the installation of security railing at South Carson and West Fourth Streets, at a cost of approximately \$5,000. Vice Chairperson Johnson seconded the motion. Motion carried 6-0. Vice Chairperson Johnson moved to direct Mr. Joiner to proceed with contacting design professionals to develop a global design for Curry Street improvements. Member Tresnit seconded the motion. Motion carried 6-0. Vice Chairperson Johnson expressed a concern regarding safety issues if the Plaza Street project is not complete by Nevada Day. She suggested starting the project after Nevada Day if it cannot be completed by then. Mr. Joiner indicated he would check the schedule.

- E-2. DISCUSSION AND ACTION ON REFINEMENT OF OWNER PARTICIPATION RULES IN THE REDEVELOPMENT PLAN FOR THE CARSON CITY REDEVELOPMENT PROJECT NUMBER ONE (1-0588) Mr. Joiner referred to the copy of the owner participation rules included in the agenda materials. He advised that consulting counsel to the Redevelopment Authority has agreed the rules "need work"; however, he did not provide any recommendations for amendment prior to the meeting. Mr. Joiner suggested that the Committee members review the rules, and advised that discussion regarding amendment will be agendized for a future meeting. In response to a question, he advised of research conducted regarding the Board of Supervisors' adoption of the rules, and discussed the information contained in the minutes of those meetings. He indicated that the "voluntary" language should be given consideration by the Committee. In response to a further question, he explained the purpose of the "voluntary" language. Discussion took place regarding the recommendation of the consultant to review and revise the rules and whether or not the "voluntary" language was formally adopted. Vice Chairperson Johnson suggested that the rules could be re-adopted without the "voluntary" language. Mr. Joiner advised that the consultant has recommendations for consideration by the Committee if that is the case. Consensus of the Committee was to defer formal action.
- E-3. R.I.P. 01/02-01 DISCUSSION AND ACTION REGARDING CONTRACT WITH CARSON CITY CONVENTION AND VISITORS BUREAU TO ASSIST IN MANAGING THE GHOST WALK (OCTOBER 2002) AND THE WILD WEST TOUR (MAY 25, 2002) (1-0286) Mr. Joiner reviewed the staff report. (Member Nietz returned to the meeting room at 5:50 p.m.) In response

to a question, CCCVB Executive Director Candace Duncan advised that Don Quilici and Sean Sever of the CCCVB Board of Directors have agreed to serve on the subcommittee. Member Tresnit volunteered to represent the Committee. Member McCarthy moved to appoint Member Tresnit as the Committee's representative, together with Mr. Joiner, to work with the CCCVB on next year's Ghost Walk and Wild West Tour. Vice Chairperson Johnson seconded the motion. Motion carried 6-0.

- E-4. DISCUSSION AND ACTION REGARDING CHRISTMAS ACTIVITIES FOR DECEMBER 2001, INCLUDING TREE LIGHTING AND CITY HALL OPEN HOUSE (1-0055) -Mr. Joiner reviewed the staff report and discussed the various responsibilities handled by the Arlington Group, the Chamber of Commerce, City staff, and the State Buildings and Grounds Department. (Member Nietz left the meeting room at 5:38 p.m. A quorum was still present.) Maxine Nietz provided background information on the Arlington Group's involvement in this event over the last several years. She acknowledged that the Redevelopment Authority paid some of the event costs last year. She reviewed the responsibilities handled by the Arlington Group. Executive Vice President Larry Osborne discussed the responsibilities of the Chamber of Commerce. In response to a question, he advised that First Presbyterian Church members decorate the City's tree. Mr. Joiner advised that the City pays for the electricity to light the tree, and discussion took place with regard to the same. Ms. Nietz referred to the proposed budget submitted at the last meeting and, at the request of Mr. Joiner, reviewed the same. Mr. Osborne provided background information on the cooperative advertising campaign, and the subsequent decision to discontinue the Chamber's involvement due to the unanticipated competition which developed last year after the formation of the Downtown Merchants Association. Vice Chairperson Johnson moved to direct Mr. Joiner to pursue with the Arlington Group the proposal discussed here tonight and bring it to a positive conclusion. Member Tresnit seconded the motion. Motion carried 5-0.
- E-5. REPORT ON GHOST WALK 2001 (1-0682) Mr. Joiner advised of a meeting between Ms. Duncan, Sean Sever, Don Quilici, actors, and volunteer staff of the CCCVB to discuss the event, the theme, promotions, merchant/business involvement, etc. He further advised that the tour will again be guided this year, and that the Kiwanis Club will be hosting a pancake breakfast as well as providing volunteers to assist with details before, during, and after the event. An organizational meeting is scheduled for 10:30 a.m. on Saturday, September 22<sup>nd</sup> at Comma Coffee. Mr. Joiner discussed the participation of Java Joe's, Comma Coffee, and other downtown merchants. In response to a question, Mr. Joiner advised that he would be inviting members of the Downtown Merchants Association to the September 22<sup>nd</sup> meeting.
- **E-6. REPORT ON MARKETING EFFORTS BY DOWNTOWN MERCHANTS ASSOCIATION** (1-0755) Mr. Joiner reviewed the staff report. (Member McCarthy left the meeting room at 6:25 p.m. A quorum was still present.) Ms. Mack distributed a proposal to the Committee members and staff and reviewed the same. She displayed a sample of the color brochure which is being finalized, and discussed merchant participation in the commercial. She circulated the brochure and discussed costs of the commercial and the brochure.

Ms. Mack advised that the Merchants Association has designated its boundaries as Fifth Street to Washington Street. With regard to expanding the boundaries, she advised of several potential issues

including demographics and losing the "neighborhood" dynamic of the Merchants Association. Mr. Joiner discussed other "downtown neighborhoods" such as Red's Old 395 Grill and the Copperpoint Plaza. He will be presenting a proposal for ongoing advertising to promote the downtown in general at a future meeting. Ms. Mack discussed the amount of time she has expended on the brochure/commercial projects and other Merchants Association activities. She will be presenting a proposal in January to request funding to hire an assistant.

In response to a question, Ms. Mack advised that the Merchants Association is not yet established as a legal entity. She discussed the dynamics of the Association and the concern that something would be lost by establishing a Committee rather than every Association member "having a voice." In response to a further question, she provided background information on development of the Merchants Association. She advised that the name on the bank account is "Telegraph Square Merchants Association". Vice Chairperson Johnson expressed a concern regarding the allocation of funding to other than a legal entity. She requested that the proposal be reworded and reprinted on Merchants Association letterhead. In response to a question, Chairperson Williamson advised that last year's commercial which aired on Channel 8 was not funded by the Redevelopment Authority. Ms. Mack responded to questions regarding the television commercial and circulated the schedule. Vice Chairperson Johnson moved to accept the proposal presented by Doreen Mack from the Downtown Merchants Association in the amount of \$5,000. Member Hannafin seconded the motion. Ms. Mack acknowledged that she would reword and reprint the proposal on Association letterhead. (Member McCarthy returned to the meeting room at 6:32 p.m.)

Chairperson Williamson discussed the cooperative advertising for the Christmas Tree Lighting event, and Ms. Mack acknowledged that the Merchants Association is interested in participating. Mr. Joiner informed her that the Chamber of Commerce will no longer be participating, and indicated that he would work with her and the appropriate Nevada *Appeal* staff to advertise the event. Discussion took place with regard to the same.

Chairperson Williamson expressed a concern that there will be no expectation for the Redevelopment Authority to pay Ms. Mack \$1,500 every six months. Ms. Mack discussed the expenses and the time involved in coordinating the Merchants Association. She reiterated that she would be presenting a proposal for additional funding in January. Mr. Joiner discussed the purpose of the position created through the Mainstreet Committee in 1990 to reverse downtown blight, and the source of funding for the same. In response to a question, Mr. Joiner discussed the arrangements being made for downtown maintenance through the Alternative Sentencing Division. Chairperson Williamson called for a vote on the pending motion; motion carried 6-0. Vice Chairperson Johnson moved to grant the Downtown Merchants Association up to \$500 as matching funds for the Christmas Tree merchants ad in the Nevada Appeal. Member Nietz seconded the motion. In response to a question, Member Nietz explained the funding mechanism for the cooperative advertising. He advised that Joey Parker at the Nevada Appeal will coordinate the advertising. Motion carried 6-0.

Chairperson Williamson recessed the meeting at 6:40 p.m. and reconvened at 6:50 p.m.

#### F. DISCUSSION AND ACTION TO REVIEW FINAL DRAFT DOCUMENT, ESTABLISH A

METHOD FOR COMPLETING THE OPERATIONAL PLAN, AND REVIEW AND SELECT A LOGO FOR THE REDEVELOPMENT AUTHORITY STRATEGIC PLAN (1-1260) - Chairperson Williamson referred to several displayed logos, and Mr. Mooney discussed the purpose of the logo. Ms. Mack presented an additional logo for consideration. The Committee members individually indicated their preferences, and Chairperson Williamson tallied the votes. Discussion took place regarding the font for the slogan, whether to include the lightning rod and the ball in the clock tower logo, the direction of the building, and the format of the slogan. Vice Chairperson Johnson moved that the Committee authorize Mr. Joiner and Chairperson Williamson to work with Dan Mooney and Doreen Mack to finalize the logo pursuant to the conversation which has taken place at this meeting. Member McCarthy seconded the motion. Motion carried 6-0.

Mr. Mooney referred to the strategic plan included in the agenda materials, and review and discussion took place with regard to the same. (Vice Chairperson Johnson left the meeting at 7:40 p.m. A quorum was still present.) Mr. Mooney referred to the goals and objectives, and discussed the need to define Carson City's cultural heritage. He suggested focus groups, working with historic societies, surveys, and research. Mr. Joiner advised that the Economic Development Team discussed this matter earlier in the day. He concurred with the need to define the City's cultural heritage, and discussed the aspects of preservation and economic diversification. Mr. Mooney discussed the negative perspective held by many citizens with regard to downtown. He pointed out that anecdotal information needs to be verified, and discussed the need to determine what "people really believe about downtown." Discussion took place regarding statistical analyses and previously conducted surveys. Chairperson Williamson referred to the survey results included in the agenda materials, provided background information as to the source, and reviewed the same. Additional discussion took place regarding community events and the need for a community calendar.

Mr. Mooney continued reviewing the goals and objectives, and discussion took place with regard to the same. In response to a question, Mr. Mooney advised that he will revise the strategic plan according to the discussion which took place at this meeting and draft an executive summary. Chairperson Williamson suggested presenting the strategic plan to the stakeholders and scheduling focus groups/public meetings, and the Committee members concurred. In response to a question, Member McCarthy explained the process of the cultural assessment conducted by the Brewery Arts Center. He discussed the importance of having a neutral third party conduct any survey. Discussion took place regarding presenting the plan to various groups, and Member Hannafin suggested including graphics such as a map of downtown and the redevelopment area. Member McCarthy suggested developing a script by which to present the plan. Additional discussion took place regarding the boundaries of the strategic plan, downtown clientele, and hours of operation. Chairperson Williamson thanked Mr. Mooney.

#### G. INTERNAL COMMUNICATIONS AND ADMINISTRATIVE MATTERS - None.

- G-1. FUTURE AGENDA ITEMS Deferred.
- **H. ACTION ON ADJOURNMENT** (1-3800) Member Hannafin moved to adjourn the meeting. Member Tresnit seconded the motion. Motion carried 5-0.

The Minutes of the September 12, 2001 meeting of the Carson City Redevelopment Authority Citizens
Committee are so approved this day of October, 2001.
ROBIN L. WILLIAMSON, Chairperson