

REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the April 12, 2000 Meeting

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A regular meeting of the Redevelopment Authority Citizens Committee was held at 5:30 p.m. on Wednesday, April 12, 2000 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Arthur Hannafin
Fred Nietz
Morey Tresnit

STAFF: Rob Joiner, Redevelopment Director
Kathleen King, Recording Secretary
(RACC 04/12/00; Tape 1-0001)

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 (1-0002) - Chairperson Williamson called the meeting to order at 5:30 p.m.

B. DETERMINATION OF A QUORUM (1-0003) - Roll call was taken; a quorum was present. Vice Chairperson Johnson and Members Browne and McCarthy were absent.

C. APPROVAL OF MINUTES (1-0005) - Member Hannafin moved to approve the minutes of the February 9, 2000 meeting as presented. Member Nietz seconded the motion. Motion carried 4-0. Member Hannafin moved to approve the minutes of the March 22, 2000 meeting as presented. Member Nietz seconded the motion. Discussion took place regarding the improvements Ms. Butler is planning to make to the property at 602 North Curry Street. Motion carried 4-0.

D. MODIFICATION OF AGENDA (1-0082) - Chairperson Williamson modified the agenda to address item F-4 after item F-1.

E. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0090) - None.

F. DISCUSSION AND ACTION ON:

F-1. REQUEST BY DOREEN MACK (LOFTY EXPRESSIONS) FOR A SIGN DESIGNATING "TELEGRAPH SQUARE", AT THE INTERSECTION OF NORTH CARSON STREET AND WEST TELEGRAPH SQUARE; AND SUPPORT FOR SPECIAL EVENTS BANNERS AND HANGING PLANTERS ON LIGHT POLES NEAR TELEGRAPH SQUARE (WEST TELEGRAPH AND NORTH CURRY STREETS) (1-0093) - Mr. Joiner reviewed the staff report included in the agenda materials. Ms. Mack displayed a sketch of the proposed sign which was designed around an existing transformer on the south corner of Telegraph and Main Streets. She discussed possible modifications to the sign to include business names, and Mr. Joiner advised that this would conflict

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with the existing ordinance. Discussion ensued regarding the possibility of changing the sign ordinance for the downtown area, and Chairperson Williamson pointed out that the process could take up to 4 months. She suggested a “generic” sign for Telegraph Square for the time being and that further research into costs and restrictions of the proposed sign be conducted. Discussion followed regarding the location of the transformer in relation to the proposed sign, Sierra Pacific Power Company (“SPPC”) clearance requirements, and whether or not the transformer and proposed sign would actually be in the City’s right-of-way.

Discussion took place regarding banners to advertise various events, possible locations for the banners, NDOT permit requirements for banners and plant hangers, height/clearance requirements, and banner/plant brackets for the light poles. Member Nietz offered to put Ms. Mack in touch with Julie Masterpool of NDOT. Ms. Mack discussed the possibility of planter boxes for the windows of the Telegraph Square shops. Mr. Joiner recommended establishing consistency for hanging plants, and advised that the City’s Engineering Department would need to be consulted regarding encroachment standards along the right-of-way on Telegraph Square. He discussed the minimum distances needed to comply with ADA requirements.

Further discussion took place regarding the design of, and location for, the proposed sign; installing a “generic” sign; and placing kiosks downtown. Ms. Mack will get cost estimates from Greg Milton. Member Hannafin requested that Ms. Mack continue researching costs and restrictions, and suggested scheduling an ad hoc meeting to tour the area. Member Tresnit pointed out the need to consider consistency and precedent. Larry Osborne, Executive Vice President of the Carson City Area Chamber of Commerce (the “Chamber”), advised that he would support off-premise signs but that the option would have to be made available to all merchants in the community. Mr. Joiner commented that the Board of Supervisors has been very diligent in defending and enforcing the City’s billboard ordinance. He pointed out that changing the existing ordinance would have the effect of “opening doors” to all kinds of billboards. Discussion followed regarding size criteria, liabilities connected with A-board signs, and decorative flags. Chairperson Williamson requested volunteers to serve on a subcommittee and work with Ms. Mack to develop recommendations for the next monthly meeting. All the members in attendance volunteered. Member Hannafin requested that Ms. Mack also research the cost of constructing an arch across Telegraph Square. **Member Hannafin moved to defer action on this item and to establish a subcommittee. Member Tresnit seconded the motion. Motion carried 4-0.**

F-2. REDEVELOPMENT AUTHORITY PROGRAM FUNDING APPLICATION PROCESS (1-1206) - Mr. Joiner displayed several sample forms, including an application form, from the Convention and Visitors Bureau, and reviewed the same. He advised of requests from the Nevada Landmarks Society, and discussion ensued regarding the need to determine criteria, identification of ongoing projects in the budget, budgeting the Costco proceeds, the budget process and time table for the same, and the annual cost of the bond. Chairperson Williamson requested copies of the Convention and Visitors Bureau grant application materials for the next meeting, and Member Nietz advised that he would provide NCLT and Nevada Arts Council grant applications.

F-3. STRATEGIC PLANNING PROCESS FOR THE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE (1-1547) - Deferred.

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F-4. PROGRESS AND STATUS REPORT ON CONTRACT BETWEEN CARSON CITY REDEVELOPMENT AUTHORITY AND THE CARSON CITY AREA CHAMBER OF COMMERCE FOR BUSINESS RECRUITMENT AND DOWNTOWN PROMOTION (1-0842) -

Mr. Osborne reported that the Chamber has been watching the success of Telegraph Square. He advised of a couple of new businesses with which the Chamber staff has been working. One businessman from Alaska has determined, based upon his surveys, that his business has become too large to locate in the downtown area. Other inquiries are being followed up and business owners are continually referred to the downtown area. Mr. Osborne pointed out that there are not nearly as many spaces available.

Mr. Osborne advised that another mass mailing will go out next week, targeted to businesses in the Susanville area. He explained that the criteria for targeting businesses is based upon the survey of the existing downtown businesses conducted at the start of this program. Mr. Osborne advised that the Chamber and UNR would like to close the fiscal year with the Susanville mailing and an update of the existing inventory. He suggested that the contract then be terminated because of the vitality in the downtown area, and the major economic study being considered by City government. The study will designate various neighborhoods and areas of Carson City for analysis by an outside firm, and provide a new tool for the entire City, including the downtown area. Mr. Osborne estimated the remaining costs for the business recruitment and downtown promotion program to be well below \$5,000.

Mr. Osborne displayed the directory which was designed to focus on the downtown area. He advised that the Downtown Mainstreet Council recently approved two projects: partial funding of Doug Cramer's Tuesdays@Third event, and a rendering for a facade redevelopment of a downtown business.

Chairperson Williamson thanked Mr. Osborne and commended the Chamber for the prudence with which the business recruitment program has been administered. She commented that the inventory update would be valuable. In response to a question, Mr. Osborne described the working relationship between the Chamber and the NNDA. Discussion ensued regarding the recent purchase of the Rinckel Mansion, new businesses in the Staub office buildings, the assessed valuation determined by the City's Finance Department, demolition of the Bernard building, and progress of the Washington Street Station project.

Mr. Osborne advised that the Downtown Mainstreet Council would be discussing the time capsule project, and scheduling a meeting to walk through the downtown and evaluate possible sites for the mural at their April 13, 2000 meeting.

G. ACTION ON FUTURE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE AGENDA ITEMS AND REVIEW OF EXISTING PROJECTS IN THE REDEVELOPMENT PLAN AREA (1-1559) -

Member Hannafin requested that the Telegraph Square sign be reagentized. Discussion took place regarding repainting the blue line, publicizing the Streets Department 50/50 sidewalk program, and a Carson City Museum. Member Nietz requested that support for the Preservation Coalition in locating a downtown site for a Carson City museum be agentized. Member Hannafin requested a summary of the budget status.

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Mr. Joiner discussed possibilities for George Halyak's building. With regard to the Washington Street Station project, Member Hannafin advised that it should be completed by mid-summer. Discussion ensued regarding the Old Hunter's Lodge, and Mr. Joiner explained the existing lease purchase agreement regulations which need to be changed through the State Legislature. With regard to the 408 Bar and the consignment shop on the same block, Mr. Joiner advised that the owner has committed to rehabilitate the buildings in order to lease them.

H. PUBLIC COMMENTS (1-1824) - None.

I. ADJOURNMENT (1-1825) - Member Nietz moved to adjourn. Member Tresnit seconded the motion. Chairperson Williamson adjourned meeting at 7:00 p.m.

The Minutes of the April 12, 2000 meeting of the Redevelopment Authority Citizens Committee are so approved this _____ day of May, 2000.

ROBIN L. WILLIAMSON, Chairperson