

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the November 28, 2000 Meeting

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A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Tuesday, November 28, 2000 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Vice Chairperson Linda Johnson
Steve Browne
Joseph McCarthy
Fred Nietz
Morey Tresnit

STAFF: Rob Joiner, Redevelopment Director
Kathleen King, Recording Secretary
(RACC 11/28/00; 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, 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 Hannafin was absent.

B. APPROVAL OF MINUTES - None.

C. MODIFICATION OF AGENDA (1-0007) - Chairperson Williamson modified the agenda to address item F-8 first. The agenda was further modified to address item E-1 last.

D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0010) - None.

E. DISCUSSION AND ACTION ON:

E-1. STRATEGIC PLANNING VISIONING, MISSION STATEMENT, GOAL SETTING, PRIORITIZING, AND OBJECTIVES DEVELOPMENT FOR THE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE (1-1625) - Mr. Mooney distributed a booklet entitled "Strategic Planning Workshop Session III." Discussion took place regarding the mission statement and the logo. Mr. Mooney reviewed page 8, "What Business is the District In," and Member Browne reviewed page 5, "Twelve Decision Process Questions." Further discussion took place regarding the logo, and Mr. Mooney reviewed page 9, "Concrete Symbols Generated at Session II," and page 11, "Representative Concepts." Discussion took place regarding the Carson City logo and the proposed mission statement. Mr. Joiner displayed the National Credit Union mission statement and logo, and provided background information on development of the same.

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Further discussion took place regarding the mission statement, and consensus of the Committee was to designate the mission statement as, "Downtown Carson City - It's For Real." The Committee then reviewed and discussed the representative concepts list, and deleted concepts which did not fit. Discussion took place regarding the differences between Carson City and Virginia City. Ms. Mack suggested incorporating the Laxalt Building clock tower into the logo, and discussion followed with regard to the same. Vice Chairperson Johnson suggested having the proposed logo drawn by a graphic artist who specializes in advertising. Member Tresnit commented that the clock tower logo would be unfamiliar to non-residents and tourists. He expressed a preference for including the mountains, the sky, and/or the water, and further commented that the clock tower does not include the concept of recreation. Vice Chairperson Johnson suggested that any proposed logo should be tested before it is finalized. Further discussion took place regarding the logo, and consensus of the Committee was to have a graphic artist draw sample logos of the capitol dome, the street light and building silhouette, the clock tower, and the locomotive.

(1-3465) - Member McCarthy returned to the meeting at 8:11 p.m. and Vice Chairperson Johnson presented the clock tower, the locomotive, and the street light/building/clock tower silhouette ideas to him. He provided feedback on each idea. Discussion took place regarding possible font styles. Member Tresnit pointed out that a clock tower logo may seem to be more representative of Big Ben, the Chicago *Tribune* building, or the University of Texas at Austin. Mr. Mooney pointed out that the Committee needs to ensure that the proposed logo is the "best we can do" and then measure it against the established standards. He reiterated that the driving force is "harmony" and that the mission statement is "Downtown Carson City - It's For Real." The strategic plan cannot promote anything which is opposed to keeping downtown real. Further discussion took place regarding the unique shopping experience offered by downtown businesses, the capitol dome, and the proposed logos.

(2-0038) Mr. Mooney advised that writing the purpose statement is the next step in the process. He reviewed page 4 of the Strategic Planning booklet, "Strategic Plan Goal Categories." He indicated that the listed goals would incorporate everything which needs to be done to ensure that downtown Carson City stays real. He requested that the Committee members review the Strategic Planning booklet before the next meeting and see if they can "poke holes in it, add to it, detract from it," etc. Discussion took place regarding the time table for finalizing the strategic plan, the dynamic nature of a strategic plan, development of goals and objectives, and staff's role with regard to the same. Vice Chairperson Johnson requested that Mr. Mooney work with Mr. Joiner to develop a list of goals and objectives for review at the January meeting. Member McCarthy pointed out that priorities still need to be established. In response to a question, Mr. Mooney explained the difference between operations and priorities. He indicated that priorities will be established during the goals and objectives portion of the planning process. Mr. Joiner advised that, at the direction of the Committee, he will begin next week to advertise the special events funding application. Mr. Mooney discussed operations within the scheme of the strategic plan. Chairperson Williamson thanked the Committee members, staff, participants, and especially Mr. Mooney.

E-2. DOWNTOWN KIOSKS DESIGN CONTEST PROCESS (1-0168) - Chairperson Williamson distributed copies of the September 13, 2000 memo which had been distributed at a previous meeting. She advised that no further action has been taken on this project. Member Nietz expressed his

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opposition to the contest process. Chairperson Williamson explained the purpose of the contest, and advised that the proposed time table is to begin the contest in January with the goal of constructing the first kiosk in April. Member Browne inquired as to marketing the contest, and discussion took place with regard to the same. Member Browne suggested developing a marketing plan to be included in any publication/ advertisement. Consensus of the Committee was to have the kiosk subcommittee develop the specifications and the marketing plan, and to implement the same. **Member Browne moved to approve the plan as modified. Vice Chairperson Johnson seconded the motion. Motion carried 5-1-1-0.**

E-3. PROPOSED LAND USE AND DESIGN SPECIFIC PLAN FOR REDEVELOPMENT PLAN AREA (1-0240) - Mr. Joiner reviewed the staff report and the boundaries of the redevelopment district as displayed on a map. He discussed the Redevelopment Master Plan developed approximately ten years ago. Discussion took place with regard to developing a master plan for the entire redevelopment district, the proposed Ryder truck distributorship to be located on the corner of Stewart and Carson Streets, and a development proposal by George Szabo. Vice Chairperson Johnson suggested finalizing the strategic plan and then determining whether or not a redevelopment district master plan will fit within it. Member Nietz expressed a preference for approaching the plan from an individual neighborhood perspective. Mr. Joiner concurred and commented that the various districts are very different. He suggested that the Committee keep this matter in mind as the strategic planning process continues. Discussion took place regarding plans for the area surrounding Adele's restaurant, and the way in which the edges of various downtown hubs interact.

E-4. DEVELOPMENT OF AN ADVERTISING CAMPAIGN FOR DOWNTOWN CARSON CITY (1-0911) - Mr. Joiner reviewed the staff report. Mr. Mooney reviewed the Committee's discussion from last month's meeting regarding the mission statement. David Morgan, of Nevada Video Productions, reviewed the advertising proposal. Discussion took place regarding rates, the purpose of the advertising campaign, expense to the merchants, and the goal of the Mainstreet Committee. (1-1227) Ken Beaton discussed the need to provide a reason for people to come downtown, and the need to advertise. (1-1245) Doreen Mack discussed the need for the Redevelopment Authority to show support for the downtown area from her perspective as a downtown merchant.

Chairperson Williamson pointed out that there are many people in Carson City who don't receive cable television. She discussed the need for a joint advertising effort between the merchants and the Redevelopment Authority. Discussion took place regarding who will be able to take advantage of the advertising campaign and proposed fees for the same. Vice Chairperson Johnson suggested finalizing the strategic plan and considering the legal/political ramifications of the proposal. In response to a question, Mr. Morgan discussed the activities of redevelopment organizations in various communities. Member Browne discussed the aspects of a traditional marketing campaign. In response to a question, Committee consensus was to allow the entire redevelopment district to participate in the proposed advertising campaign. Ms. Mack suggested utilizing billboards at the entrances to Carson City, and discussion followed with regard to the same. In response to a question, Ms. Mack explained the status of the Telegraph Square Merchants Consortium advertising campaign.

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Discussion took place regarding the proposal, and Member Nietz moved to develop the advertising campaign. Motion died for lack of a second. Consensus of the Committee was to finish the strategic plan and then consider the advertising campaign. Chairperson Williamson and Vice Chairperson Johnson thanked Mr. Morgan and Mr. Beaton for their presentation.

Chairperson Williamson recessed the meeting at 6:55 p.m. Member McCarthy left the meeting at 6:55 p.m. A quorum was still present. Chairperson Williamson reconvened the meeting at 7:03 p.m.

F. REVIEW OF EXISTING PROJECTS IN THE REDEVELOPMENT PLAN AREA:

F-1. CARSON STREET CHRISTMAS DECORATIONS AND LIGHTING 2000 (1-0473)-

Mr. Joiner advised that the Christmas decorations purchased last year will be lighted this year. The decorations will be placed on Main Street, the side streets, and outside the main downtown core area. City Streets Department staff has spent a great deal of time designing and coordinating adaptation of the Christmas lights to the existing light poles. The Christmas lighting ceremony is scheduled for December 7th at 5:30 p.m. Member Browne acknowledged that lights will be placed on the trees in the Main Street center medians. Doreen Mack discussed an event scheduled at Telegraph Square on December 7th.

F-2. BREWERY ARTS CENTER SITE IMPROVEMENTS (1-0562) - Member McCarthy

reported that this project is moving along. (1-0777) Member McCarthy advised that the Brewery Arts Center annex is being painted. The paint was donated by the City and the painting contractor was hired through Alternative Sentencing. Member McCarthy acknowledged that the mural will not be painted over. He discussed plans to move the mural, and Member Browne suggested that funding may be available through the Main Street Committee. In response to a question, Member McCarthy provided a report on the status of acquiring the corner house, and discussed plans to acquire the St. Theresa's church properties. In response to a further question, he reviewed scheduled Brewery Arts Center events during Christmas week.

F-3. BATH-BROUGHER HOUSE (NW CORNER OF N. CURRY AT WEST SPEAR) (1-

0583) - Mr. Joiner advised that the back porches will be removed and replaced; handicapped access will be installed; and the owner has proposed a spiral staircase for one of the upstairs offices.

F-4. ORMSBY HOUSE REHABILITATION (1-0608) - In response to a question, Mr. Joiner

advised that the contractor is Shaw Construction. The building is being rehabilitated into a boutique hotel which will be supported by the casino. The target reopening date is August 2001. The owners are marketing the hotel to the "upscale business traveler." The top three floors will be converted to suites. In response to a question, Mr. Joiner advised that the only comparable property in the State would be one of the upscale hotels in Las Vegas.

F-5. CACTUS JACK'S SENATOR CASINO ADMINISTRATIVE OFFICE REBUILDING AND CASINO FACADE IMPROVEMENT (1-0662) - Mr. Joiner reported that an expansion of the

offices is planned. The little house next to the Old Globe will be demolished and replaced by a two-story administrative office building. Retail space will be available on the ground floor of the Curry Street

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frontage and office space will be available upstairs. Discussion took place regarding the age of the structure. The owner has plans to rehabilitate the corner, and is aware of plans for an additional "square" project. Mr. Joiner further reported that the owner wants to remove the false rock frontage and replace it with an historic-looking facade. He advised of telephone calls from a sign company representative who wishes to install electronic message boards at the Horseshoe Club, Cactus Jack's, and the Nugget.

F-6. RED'S US 395 GRILL EXPANSION (1-0731) - Mr. Joiner reported that the expansion project is complete, and a full lunch menu is being offered.

F-7. NEVADA STATE MUSEUM REHABILITATION OF FORMER F.I.B. BUILDING (1-0740) - Mr. Joiner reported that this project is moving forward. He advised of a small "glitch" in that a design to include false sandstone wainscoting was previously approved; however, the available material is not the same as that which is on the museum. Museum staff is confident they will receive approval for the bridge structure which will connect the annex entrance on the south side of the museum and the bank building. Once this structure is added, an area toward Main Street will be defined. Wainscoting could be added at a future time. Mr. Joiner referred to the sandstone on Dr. Klein's office building, and advised that a similar material is available but will take twelve weeks to produce. The entire building will be finished in stucco for the time being, with the front to include columns similar to those at the museum building.

F-8. WASHINGTON STREET STATION (1-0015) - Vice Chairperson Johnson left the meeting room. Chairperson Williamson advised that the incentive funding is scheduled to expire on December 31, 2000. Tom Johnson advised that the project may be completed by December 31st. The State of Nevada employees are scheduled to move in on January 1, 2001. Mr. Johnson indicated that the project has been held up on several occasions, and requested an extension in case there are additional delays. Discussion took place regarding the interior, the requirement for a certificate of occupancy in order to disburse the funds, and the initial extension. In response to a question, Mr. Johnson indicated that the project will be finished by the end of January 2001. In response to a further question, he advised that the entire top floor is leased. Consensus of the Committee was to request Mr. Joiner to find out whether a temporary certificate of occupancy will suffice in order to disburse the incentive funding. Vice Chairperson Johnson returned to the meeting room.

G. FUTURE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE AGENDA ITEMS - Deferred.

H. ADJOURNMENT (2-0352) - Vice Chairperson Johnson moved to adjourn the meeting at 9:15 p.m. Member Browne seconded the motion. Motion carried 6-0.

The Minutes of the November 28, 2000 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this _____ day of December, 2000.

ROBIN WILLIAMSON, Chairperson