

# CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

## Minutes of the April 5, 2010 Meeting

### Page 1

A meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Monday, April 5, 2010, in the Carson City Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

**PRESENT:** Chairperson Robin Williamson  
Vice Chairperson Stan Jones  
Member Jed Block  
Member Dan Neverett  
Member Gigi Valenti

**STAFF:** Joe McCarthy, Director, Office of Business Development  
Kristin Luis, Deputy District Attorney  
Jano Barnhurst, Recording Secretary

**NOTE:** A recording of these proceedings, the Committee's agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record, on file in the Clerk-Recorder's Office. These materials are available for review during regular business hours.

1. **CALL TO ORDER (5:38:00)** - Chairperson Williamson called the meeting to order at 5:38 p.m.
2. **ROLL CALL (5:38:13)** - Roll was called; a quorum was present. Members Cain and Cowan were absent. Member Valenti arrived at 5:46 p.m.
3. **ACTION ON APPROVAL OF MINUTES (5:38:29)** - Vice Chairperson Jones moved to accept the minutes of the March 1, 2010 meeting which was seconded by Member Neverett. Motion carried 4-0-1.
4. **ADOPTION OF AGENDA (5:38:56)** - Member Neverett moved to approve the agenda which was seconded by Member Block. Motion carried 4-0-1. Vice Chairperson Jones requested that items 8 and 9 be heard first.
5. **PUBLIC COMMENTS AND DISCUSSION (5:39:17)** - None.
6. **DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$75,500 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT A 15 WEEK CURRY STREET PROMENADE, INCLUDING THE SUMMER CONCERTS 2010, THE SATURDAY MORNING FARMERS' MARKET AND RELATED FAMILY ACTIVITIES ALONG CURRY STREET AND AT THE BREWERY ARTS CENTER, AS EXPENSES INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN (6:08:54)** - Chairperson Williamson introduced the item. Mr. McCarthy gave background information noting that the request for funding is the same as last year and explained the method in which it was valued. He noted that the program will cost nearly \$500,000 but the \$75,500 will be used for professional services and advertising. Chairperson Williamson commented that Reno is discussing the possibility of cutting back their summer programs and this could create an opportunity to attract more people from that area. In response to a question, Mr.

# CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

## Minutes of the April 5, 2010 Meeting

### Page 2

McCarthy replied that he has received positive feedback from the DBA and individual businesses. Vice Chairperson Jones opined that co-locating the Farmer's Market and Pop Up Park was a huge adjustment but people like one central location. He added that he had heard requests to advertise concert locations in advance. Mr. McCarthy responded that underlying advertising will be provided for the Jazz Festival and other events during the summer noting that all of downtown will be marketed. He expressed hope that "it will zero in on how cool downtown Carson City is."

Chairperson Williamson advised that a small farmer's market could be located near the Carson Station before June. In response to a question, Mr. McCarthy explained a breakdown of estimated costs noting that amounts above the \$75,500 will be paid by the promoters. Member Block noted that this is all being funded within the downtown business district. In response to a question, Mr. McCarthy acknowledged that funding is included in the current fiscal year's budget. Member Block noted that the mix of people has greatly improved in the last few years. Mr. McCarthy sent a "shout out" to the entire downtown business community for pitching in and recognizing the benefit of working together in tough times. Chairperson Williamson noted that items purchased by the ice rink may be available for use. **Member Neverett moved to approve recommendation of the \$75,500 for this project. Member Block seconded the motion. Motion carried 5-0.**

**7. DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$17,000 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE WILD WEST TOUR/EVENING OF BLISS, RENDEZVOUS AND TASTE OF DOWNTOWN, AS EXPENSES INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN (6:23:08) -** Chairperson Williamson introduced the item. Mr. McCarthy gave background information and advised of only \$15,000 available this fiscal year. He noted that the Carson City Convention and Visitors' Bureau (CCCVB) signature events bring a lot of foot traffic downtown and is asking for \$2,000. He noted that the Taste of Downtown benefits Advocates to End Domestic Violence and is asking for the same underwriting as last year. He explained that the Rendezvous is a 20+ year old event which is adding more activities and asking for \$10,000. Vice Chairperson Jones opined that money should not be given to applicants who do not appear. Mr. McCarthy accepted blame explaining that he offered to make the presentations. Vice Chairperson Jones opined that Redevelopment funds should be used as seed money and expressed uncertainty with giving \$10,000 to the Rendezvous. In response to a question, Mr. McCarthy noted that Rendezvous has increased the quality of its production which increases the costs. Member Valenti opined that revenues should increase if quality increases noting no rationalization for the funding request and suggested obtaining more information before making a decision. Vice Chairperson Jones expressed agreement and opined there was nothing to measure it against. Mr. McCarthy suggested delaying the decision until it can be formally presented. Member Valenti reiterated that the Rendezvous should be tabled until more information can be provided. In response to a question, Ms. Luis advised that the other items could be addressed if one was tabled. **Member Block moved to approve the request for funds from the Redevelopment Agency to support the Wild West Tour/Evening of Bliss for \$2,000; approve subsidizing the Taste of Downtown for \$5,000; and table the Rendezvous' request until they can do a better presentation to help us understand what's going on. Vice Chairperson Jones seconded the motion.** Member Valenti expressed her support for the Wild West Tour/Evening of Bliss adding that their request will get them started so in time they can do the event on their own. **Motion carried 5-0.**

**CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE**

**Minutes of the April 5, 2010 Meeting**

**Page 3**

**8. DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$10,750 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE NEVADA DAY CELEBRATION, AS AN EXPENSE INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN (5:39:56)** - Chairperson Williamson introduced the item. Mr. McCarthy gave an overview of the agenda materials which are incorporated into the record. Ken Hamilton, President of Nevada Day, Inc., gave background information on the organization and the Nevada Day celebration adding that their offices were moved to 107 West Telegraph Street. In response to a question, he acknowledged that their budget is approximately \$78,000. Mr. McCarthy explained the intent of the Board of Supervisors (BOS) was to partner with the Redevelopment Authority and the general fund to support the volunteers. He clarified that money is available as funding begins in the next fiscal year. Chairperson Williamson called for further comments. **Vice Chairperson Jones moved to approve the request of \$10,750 from the Revolving Fund. Member Block seconded the motion. Motion carried 4-0-1.** Chairperson Williamson noted that the item will be presented to the Redevelopment Authority for final approval. Mr. McCarthy congratulated Mr. Hamilton.

**9. DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$1,000 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE MILE HIGH JAZZ BAND ASSOCIATION, INC., AS AN EXPENSE INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN (5:45:42)** - Chairperson Williamson introduced the item. Eli Bugli gave background information and presented an overview of the application which is incorporated into the record. In response to a question, she acknowledged that they requested \$4,000 but staff recommended \$1,000 to the BOS. In response to another question, she replied that they have received numerous requests from performers interested in the event. She added that there are no administrative costs and only the musicians and tech support will be paid. In response to a question, Chairperson Williamson explained the reasoning for the reduction from \$4,000 to \$1,000 and opined that it would be fine to increase the amount. In response to a question, Ms. Bugli explained that the BOS submitted the Community Support Services grant to the Redevelopment Authority because it benefits downtown. Member Neverett suggested that the agenda item reflect the original request and an explanation as to the request versus the proposal. In response to a question, Ms. Bugli clarified that the BOS passed the application to RACC. In response to a question, Chairperson Williamson explained that the Finance Committee recommended \$1,000 as the maximum that the general fund could afford. In response to a question, Mr. McCarthy advised that if RACC and BOS wanted to allocate additional funding next year, it would be budgeted and funds would be available. In response to a question, Chairperson Williamson clarified that funding is available in the next fiscal year and RACC needs to determine whether to give \$4,000 to \$0. Ms. Bugli noted the dedication of the volunteers who want to make the project work. In response to a question, she replied that they are working with the BAC but they are not partners in the project. She explained that a lot of things were happening in Carson City and instead of competing with them, they were taken under the umbrella of the Jazz Festival. In response to a question, Mr. McCarthy replied that "this is it for municipality funding...and she is out...grinding the grants programs to find out what's available." Ms. Bugli added that the Mile High Board is committed to the festival and is willing to go into reserve funds if necessary. In response to a question, Mr. McCarthy explained the costs involved with the stage trailer. In response to another question, he acknowledged that the Redevelopment Authority provides the infrastructure. In response to a question, Ms. Luis advised that more than \$1,000 can be given as long as the purpose of the

**CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE**

**Minutes of the April 5, 2010 Meeting**

**Page 4**

agenda item is maintained. In response to a question, Ms. Bugli reiterated that they are not asking for operating expenses but funds for the musicians and promoting the festival. In response to another question, she acknowledged that their biggest turnout consisted of several hundred people. In response to a question, Mr. McCarthy explained the method in which data is collected for an economic impact analysis. Member Valenti suggested conducting a survey of surrounding businesses in order to rationalize the numbers. Mr. McCarthy noted that the information will be collected and a complete report given on the impact of expenditures. Chairperson Williamson called for further comments but seeing none, entertained a motion. **Vice Chairperson Jones moved to give them \$2,500. Member Neverett seconded the motion. Motion carried 5-0.** Chairperson Williamson advised that the item will be forwarded to the Redevelopment Authority for final action.

**10. UPDATE AND DISCUSSION ON THE PROGRESS RELATED TO THE FORMATION OF A NONPROFIT 501(C)(3) WHOSE MISSION IS TO FACILITATE THE REHABILITATION OF THE ORIGINAL FIRST PRESBYTERIAN CHURCH BUILDING (6:33:39)** - Chairperson Williamson introduced the item but neither she or Mr. McCarthy had anything to report. Member Block commented on the historical information of the item, noting the suggestion to form a non-profit to collect money to restore the church and wants to see it continued. Chairperson Williamson noted that she will follow-up on the status. Member Neverett requested it as a continuing agenda item.

**11. UPDATE BY STAFF ON REDEVELOPMENT PROJECTS (6:36:43:)** - Chairperson Williamson noted the financial report on the ice rink. In response to a question, Mr. McCarthy advised that the financial report is “good news.”

**12. ACTION TO ADJOURN (6:37:31)** - Chairperson Williamson entertained a motion to adjourn. Member Neverett moved to adjourn the meeting at 6:37 p.m. The motion was seconded by Member Valenti and carried unanimously.

The minutes of the April 5, 2010 Carson City Redevelopment Authority Citizens Committee meeting are so approved this 3rd day of May, 2010.

---

ROBIN L. WILLIAMSON, Chair