

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the March 5, 2012 Meeting

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A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Monday, March 5, 2012, in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Karen Abowd
Member Lorraine Bagwell
Member Jed Block
Member Dan Neverett
Member Gigi Valenti

STAFF: Lee Plemel, Planning Director
Moreen Scully, Senior Deputy District Attorney
Tamar Warren, 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 part of the public record. These materials are available for review, in the Clerk's Office, during regular business hours.

1. **CALL TO ORDER** – Chairperson Abowd called the meeting to order at 5:30 p.m.
2. **ROLL CALL** – Roll was called and a quorum was present.
3. **PUBLIC COMMENTS AND DISCUSSION** – Chairperson Abowd entertained public comments; however, none were forthcoming.
4. **FOR POSSIBLE ACTION: APPROVAL OF MINUTES FROM NOVEMBER 7, 2011** – Chairperson Abowd introduced the item. **Member Block moved to approve the minutes of the November 7, 2011 meeting. The motion was seconded by Member Neverett. Motion carried 4-0-1.**
5. **FOR POSSIBLE ACTION: ADOPTION OF AGENDA** – Chairperson Abowd introduced the item. **Member Bagwell moved to adopt the agenda as presented. The motion was seconded by Member Neverett. Motion carried 5-0.**

6. AGENDA ITEMS:

6-1 FOR POSSIBLE ACTION: TO PRIORITIZE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$100,000 FOR SPECIAL EVENT FUNDING FROM THE REDEVELOPMENT REVOLVING FUND FOR FISCAL YEAR 2012-13. (5:35:59) – Chairperson Abowd introduced the item. Mr. Plemel explained that due to a change of policies and procedures within the last year, by the Redevelopment Authority and the Redevelopment Authority Citizens Committee, applications for special one-time events would be grouped and reviewed together, instead of being reviewed quarterly. Mr. Plemel cited budget reductions and noted that all grand funding was being reviewed using the same process. He also explained that the member packets included the events that had applied for funding in prior years, but had not done so this year. Mr. Plemel noted the specific criteria, included in the Staff Report and incorporated into the record, such as: the number of participants in the event versus the amount requested; the amount of City funding requested for an event compared to funds sought or received from other sources; the amount of funding requested in past years, compared to the funding currently being requested; the longevity of the event; the possibility of growth in the future; the potential conflicts with other special events on the same day; and other factors as deemed appropriate by the Authority. He also stated that the application deadline was February 15, and noted that the funding was subject to final budget approval by the Board of Supervisors. Mr. Plemel also explained the evening's process, noting that after the applicants presentations, he would project a spreadsheet which would be filled out "live". Member Neverett was concerned about one event occurring in this fiscal year but being funded by the following year's budget. Mr. Plemel explained that two events would either be held or start

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prior to July 1, 2012 and noted that they had funding for this fiscal year and that the funds received would be for the portions that occurred after July 1, 2012. He also added that if the Carson City Rendezvous were funded, the City would have to augment the budget, as it occurred in this fiscal year. Chairperson Abowd invited the applicants to present their applications and funding requests, all of which are incorporated into the record.

(5:43:08) – Pinkerton Ballet: Denise Gillott represented the Pinkerton Ballet and requested \$2,500 for the Pinkerton Nutcracker Ballet, to be held in November. In response to Chairperson Abowd’s question, Ms. Gillott explained that they made up for losses through fundraising activities such as wine tasting, candy sales, or other ideas generated by the students and their families. In response to a question by Member Block, Ms. Gillott noted that they would only use the Community Center facility during the week of the event. She also explained to Member Valenti that most of the expenditures had not been paid yet, and that is why there was a discrepancy in the financial statement, and offered additional information from the treasurer, if needed. Ms. Gillott responded to Member Bagwell, who also pointed out a technical error in the application form, that this was their fourth year of receiving City funding, due to the economic situation and the lower ticket sales. Member Block received clarification that \$200-\$500 in scholarship non-cash contributions were awarded to each qualifying family, in addition to providing tickets to non-profit organizations.

(5:54:46) – Sierra Nevada Ballet: No one was present to present their application.

(5:55:04) – Carson City Arts Initiative (CCAI) – Sharon Rosse, Executive Director, introduced several former projects in the form of a PowerPoint presentation, and distributed bookmarks that announced upcoming projects. Member Bagwell requested information regarding the anticipated reduction in leadership memberships and targeted donations, and received confirmation that this was their “best guess” and that they were “always working hard to make sure that the numbers go up”. Ms. Rosse also noted that, in past years, they had received two grants from the Andy Warhol Foundation for the Visual Arts, and this year they had received their first Federal grant from the National Endowment for the Arts for the current show at the Carson City Courthouse. Chairperson Abowd received confirmation that the membership campaign had been there “since the beginning”.

(6:02:24) – Nevada Rural Counties RSVP Program: Janice Ayers, Executive Director, requested funding to support the three annual RSVP events at Mills Park: Nevada Day, 4th of July, and Mothers’ Day. Ms. Ayers stated that they had not asked for help until last year, due to budget cuts. She also clarified that this year’s request appeared higher because last year they had not received their entire requested amount. Ms. Ayers stressed the significance of the events, adding that vendors coming from other states stayed in town for many days and contributed to the local economy in the form of lodging, restaurants, and casinos. She also explained that they lease the entire park; however, they were cooperating with Battle Born Days and allowing them to simultaneously use the park but were not funding their event. Ms. Ayers also noted that both RSVP and Battle Born Days would include both events in their advertising. In response to Chairperson Abowd’s question, Ms. Ayers explained that the proceeds would go to keeping seniors in their homes for as long as they could. She also responded to Member Bagwell’s question that the vendors stay in different types of lodging facilities.

(6:08:10) – 3rd and Curry Street Farmers Market: Ralph Marrone presented the 3rd and Curry Street Farmers Market \$15,000 funding request, representing Linda Marrone. He noted that this request was a third less than the amount requested the previous year, as they were striving for sustainability. In response to Member Bagwell’s question, Mr. Marrone noted that the attendance numbers were derived from conducting physical counts at the market. Mr. Marrone also responded to Chairperson Abowd’s questions by noting that he did not know whether the City was assisting with the Pop up Park insurance, and he believed that the outside labor costs were for set up and tear down. Member Neverett inquired about becoming self-sufficient, and received clarification that the limited space would also limit revenue. Member Block thanked Mr. Marrone for all his hard work towards sustainability.

(6:11:49) – Nevada Day: Ken Hamilton, President of Nevada, Inc., presented his funding request for Nevada Day, noting that the first Governor’s Banquet last year had raised \$28,000 for victims of the IHOP and the Reno Air Races victims and their families. Mr. Hamilton stated that this year’s theme would honor the military, and noted that last year’s additional expenses offset the profits. Chairperson Abowd commented that the balloons that had taken off from Carson Street were “phenomenal”, and was informed that the balloon rides and banners would be offered again this year, and that

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sponsorships and merchandise sales were being pursued as well. Mr. Hamilton also responded to Member Neverett's question noting that he hoped this year's banquet would generate revenue even if they donate some of the proceeds to charity. Member Block commended Mr. Hamilton on organizing a successful banquet fundraiser in a matter of weeks. In response to another question, Mr. Hamilton explained that they did not have a golf tournament last year and noted that they are working on other fundraising events.

(6:20:50) – Mile High Jazz Band Association: Elinor Bugli, Treasurer, presented the funding request for the 9th annual Jazz Festival, adding that they would include more than jazz this year. She requested the funds to pay the musicians, and highlighted the cooperation they receive from the City, Brewery Arts Center, Carson Mall, and the Farmer's Market. In response to Member Valenti's question, Ms. Bugli explained that their entire staff is comprised of volunteers. She also clarified that the attendees are measured by doing physical counts.

(6:25:44) – Arlington Group Events, LLC: Maxine Nietz, Arlington Group, and Doreen Mack, Lofty Expressions, gave background on the Silver and Snowflakes Festival of Lights, cited some of the activities taken place the previous year, and wished to continue the two-day format. Ms. Mack stated that this was "one of the biggest nights" for the businesses downtown and encouraged the continuation of the event. Chairperson Abowd noted that 89 percent of the event funding was being requested from the Redevelopment funds, and inquired about becoming more self-sustaining. Ms. Nietz responded that this was "the City's event, you can either fund it or not". In response to Member Valenti's question, Ms. Nietz advised that they had received \$5,000 for the one-night activity, and that it was always funded by the City. Member Block received confirmation from Ms. Mack that the Santa Parade was received "very positively" and hoped the next one would be larger. Ms. Nietz also explained to Member Block that they had not explored sponsorships, but she had come up with additional funds in the past, and noted that they could possibly explore advertising opportunities in the program. Ms. Mack added that the event needed the support of the City "to make this all work". Member Neverett inquired about the event management fee of \$3,000, and was informed that the funds were applied towards coordination with the Governor's office, City administrative offices, the Sheriff's and Fire departments, Warren Engine Company, the Department of Parks and Recreation, State legislative buildings and grounds, and the Carson City School District, Santa and Mrs. Claus, the Carillon Committee, etc. In response to Member Block's question, Ms. Nietz stated that the State required a \$2 Million insurance policy for the use of the grounds, clarifying that the Governor's office would underwrite the use of the Capitol grounds; however, the other state properties would require insurance. Ms. Nietz also noted that they could not bring in additional vendors who would compete with the downtown businesses.

(6:38:57) – Nevada Shows, LLC: Rich Crombie, President of NV Shows in Reno, clarified that he would be addressing the Carson City Rendezvous and the Silver Dollar Car Classic. Mr. Crombie explained that the Rendezvous was the largest event in Carson City after Nevada Day and the Nevada Day Parade. He explained that last year was their first involvement in the event and they were able to recruit regional media to bring in attendees outside Carson City. He also thanked Governor Sandoval for his support of the event. Mr. Crombie stated that the additional settings such as the railroad exhibit and the "settlement" feel contributed to the event's success, estimating the attendance at 20,000 people. As for the Silver Dollar Car Classic, Mr. Crombie explained that they had registered over 300 cars last year, many from other states such as Arizona and California, who contributed to the local economy by staying in hotels and eating in restaurants. He also explained that he was trying to grow the event. Chairperson Abowd noted that they had met a frequent attendee of the Rendezvous Kauai, when they were on vacation there. She also received information from Mr. Crombie that he was currently pursuing sponsorships. In response to a question by Member Neverett, Mr. Crombie explained that, without City funds they did "just about break even" last year. He also explained to member Bagwell that NV Shows was "a for profit company", adding that whatever profit is made, would stay with the event. In response to Member Block's question, Mr. Crombie explained that a precedent was set to have a free event, and he would expect a negative impact from the public. Discussion ensued regarding tracking the lodging preferences of the attendees and vendors, and cross-marketing the Silver Dollar Car Classic to Hot August Nights participants. In response to Member Valenti's question regarding trends, Mr. Crombie explained that he had heavily marketed both events at different venues.

(7:03:10) – Nevada Shows, LLC: Battle Born Days. Mr. Crombie introduced Harry Ehrman, President of the Battle Born Civil War Re-enactors and the person organizing the "all-military-encompassing event", which he expected to grow over time. Mr. Ehrman believed that the new Nevada Day theme, honoring all military, combined with the showcasing of the

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traveling Vietnam Memorial Wall and the Hunley submarine, also enjoyed the support of veterans locally and from Utah, Washington, Oregon, and Hawaii. He also believed that the veterans could educate the public and the children. Mr. Ehrman stated that at least 3,500 motorcycle riders would escort the Vietnam Memorial from Fernley to Carson City, adding that he had invited the Boy Scouts and the ROTC to participate as well. Mr. Ehrman also gave examples of events that would take place in conjunction with the Nevada Day celebration and parade. Member Neverett noted that a budget was not attached to the application and Mr. Ehrman explained that Mr. Crombie had left the room and he would be the person to provide that information; however, he noted that he would need 24-hour security during the event. He also responded to questions by stating he was a Carson City resident and had participated in the Rendezvous for the past 12 years as a Civil War re-enactor.

(7:18:37) – Mr. Plemel reminded the Committee that the budget was for the July 2012 through June 2013 fiscal year, and reviewed the process by which this Committee would make recommendations and allocate the funds. He noted that the final decision would be made by the Board of Supervisors, on April 5, 2012. Mr. Plemel also referred to the packets, incorporated into the record and distributed to the members, explaining that he had included sample scenarios of allocations, which were for discussion only, and were not recommendations by Staff. He also reminded the Committee members that they could reserve some funds for special events that were not included in this process. In response to a question by Member Valenti, Mr. Plemel clarified that a process was not in place last year, and that was why the requests had trickled in at different times. He also confirmed that all recipients from past years had been informed of the process. Chairperson Abowd noted the importance of all the events and their contribution to the economy. Member Neverett expressed concern regarding the Rendezvous being this year's event but being funded by next year's funds. Discussion ensued regarding each scenario. Ms. Ayers reminded the Committee that RSVP was not charging Battle Born Days for the usage of the park, and they would be incurring all the park fees. She also clarified that they were asking for slightly over \$8,000 for each of the three events. Mr. Plemel informed Member Block that there were no funds or programs for infrastructure improvements. Member Block also expressed concern over neglecting improvement in the downtown area which could discourage visitors. Ms. Nietz expressed concern regarding funding an event which would occur this year with next year's funds, because when she had run into "considerable overruns" due to turning Silver and Snowflakes into a two-day event, she was told additional funds were not available. Member Block commended several organizations that had become self-sufficient and had maintained sustainability; therefore he did not see giving organizations more money than they had received the previous year. **Member Bagwell moved to recommend to the Redevelopment Authority approval of the expenditure of \$100,000 from the FY 2012-13 Revolving Fund for the Redevelopment Agency to support the special event requests, distributed to the applicants as identified in Alternative 6, with the caveat that the Rendezvous Day is for the proper period, as approved by RACC, as an expense incidental to the carrying out of the redevelopment plan which has been adopted by the Carson City Board of Supervisors, and based upon the findings that there is a causal connection between this redevelopment effort and the need for the expenses. The expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan. The motion died for lack of a second.** Member Valenti felt that Battle Born Days, as a new event, should be supported, and preferred to support Nevada Day as it was a Carson City event. Member Bagwell noted that a \$1,000 reduction to the Farmer's Market request could be made up in vendor fees. Members Valenti and Block stressed that the redevelopment efforts were for drawing visitors to Carson City. **Member Neverett moved to recommend to the Redevelopment Authority approval of the expenditure of \$100,000 from the FY 2012-13 Revolving Fund for the Redevelopment Agency to support the special event requests, distributed to the applicants as identified in Alternative 8 [as exhibited on the following page], as approved by RACC, as an expense incidental to the carrying out of the redevelopment plan which has been adopted by the Carson City Board of Supervisors, and based upon the findings that there is a causal connection between this redevelopment effort and the need for the expenses. The expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan. In addition, the funding for Battle Born Days to be contingent upon availability of a full budget, and that the Carson City Rendezvous funding be for the event scheduled for June 2013. The motion was seconded by Member Bagwell. Motion carried 5-0.**

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Special Event Funding Requests								
Organization	Event	Requested 2012-13 (\$)	Approved 2011-12 (\$)	4	5	6	7	RACC Alt. 8
Pinkerton Ballet Theater	Nutcracker Ballet	2,500	2,125	2,000	2,500	2,500	2,125	2,500
Sierra Nevada Ballet	Peanutcracker Ballet	2,500	2,125	2,000	2,500	2,500	2,125	2,500
Capital City Arts Initiative	CCAI 2012-2013 Season	5,000	4,250	4,000	5,000	5,000	4,250	5,000
RSVP Program	4th of July, 2012, Nevada Day 2012, Spring Fairs 2013	25,000	10,050	22,000	12,500	21,500	12,000	21,000
Linda Marrone	Farmers Market	15,000	22,700	14,000	15,000	14,000	15,000	14,500
Nevada Day, Inc.	Nevada Day Celebration	25,000	21,500	20,000	25,000	21,500	21,500	20,500
Mile High Jazz Bamd Association	Jazz Carson City 2012 Music Festival	4,000	3,000	3,200	4,000	4,000	3,500	4,000
Arlington Group Events, LLC	Silver & Snowflakes Festival of Lights	9,275	5,000	7,420	9,275	8,000	8,700	8,000
NV Shows, LLC	* Carson City Rendezvous	15,000	0	12,000	9,225	8,000	12,000	8,000
NV Shows, LLC	Silver Dollar Car Classic	5,000	0	4,000	5,000	5,000	5,000	4,000
NV Shows, LLC	Battle Born Days	10,000	0	9,380	10,000	8,000	10,000	10,000
Totals:		118,275	70,750	100,000	100,000	100,000	96,200	100,000
Estimated Available:		100,000		100,000	100,000	100,000	100,000	100,000
Remainder/Deficit:		-18,275		0	0	0	3,800	0
* RACC recommends funding the Rendezvous for June 2013, not the June 2012 event, which occurs prior to the 2012-13 budget year.								
Note: Alternatives 1-3, not included in this table, were sample scenarios provided to RACC by staff and were not considered by RACC. The funding alternatives shown were offered and discussed by RACC members.								

7. NON-ACTION ITEMS:

a. STAFF UPDATES ON REDEVELOPMENT PROJECTS AND BUDGET. (8:12:08) – Member Block announced the two open positions on the RACC for Redevelopment Area 2, and encouraged applicants to get in touch with the City Manager’s Office.

b. FUTURE AGENDA ITEMS FOR THE NEXT MEETING ON APRIL 2, 2012. (8:13:32) – Member Neverett requested discussion regarding on-going funding for events versus providing seed money. Chairperson Abowd believed that in the next cycle, these requests would be fielded through the Cultural Commission. Member Valenti suggested having budget update from the finance department; however, Mr. Plemel advised postponing the budget discussion in the June meeting. He also noted that the Chair and Vice Chair elections would be agendized for the April meeting, and suggested revisiting Redevelopment Area 2 objectives.

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8. PUBLIC COMMENTS (8:21:05) – Chairperson Abowd entertained public comments; however, none were forthcoming.

9. FOR POSSIBLE ACTION: ACTION TO ADJOURN (8:21:15) – Chairperson Abowd introduced the item. **Member Bagwell moved to adjourn the meeting. Member Block seconded the motion. The meeting was adjourned at 8:21 p.m.**

The Minutes of the Carson City Redevelopment Authority Citizens Committee meeting are so approved this 2nd day of April, 2012.

KAREN ABOWD, Chair