

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the March 14, 2007 Meeting

Page 1

A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, March 14, 2007 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Jed Block
Gary Cain
Stan Jones

STAFF: Joe McCarthy, Economic Development / Redevelopment Manager
Tammy Westergard, Economic Development / Redevelopment Deputy Manager
Kathleen King, 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.

A. CALL TO ORDER AND DETERMINATION OF QUORUM (1-0007) - Chairperson Williamson called the meeting to order at 5:36 p.m. Roll was called; a quorum was present. Members Cowan, Neverett, and Valenti were absent.

B. ACTION ON APPROVAL OF MINUTES - January 10, 2007 (1-0012) - Member Block moved to approve the minutes. Member Cain seconded the motion. Motion carried 4-0.

C. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0020) - None.

D. UPDATE AND DISCUSSION ON THE SPECIAL ADVERTISING FEATURE, DOWNTOWN CARSON CITY, IN THE MARCH 2007 ISSUE OF THE BUSINESS REPORT OF NORTHERN NEVADA (1-0023) - Ms. Westergard distributed copies of *The Business Report of Northern Nevada* (the "Business Report") to the committee members and staff. Mr. McCarthy provided background information on the advertising feature. Ms. Westergard discussed the focus of the March 2007 *Business Report* edition, and the significance of the advertising feature. Mr. McCarthy commended her on the advertising feature. At his request, Ms. Westergard discussed the significance of the "back story" to the downtown vision in that it was mandated by the community. The advertising feature provides sufficient background to satisfy community residents and newcomers that the vision is bona fide in terms of representing the citizens' desires. Ms. Westergard advised that the advertising feature had been overrun, and will be used as a collateral piece to "help tell the story."

Mr. McCarthy advised that he and Ms. Westergard recently attended the Urban Land Institute. The "enlightened developers of the world" are recognizing that mixed-use, urban centers with entrepreneurial efforts in the downtown are "absolutely the future." Ms. Westergard discussed the importance of selling the concept to the community as well as to visitors and investors.

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the March 14, 2007 Meeting

Page 2

E. DISCUSSION ON THE COMMITTEE'S ROLES AND RESPONSIBILITIES REGARDING THE PUBLIC COMMUNICATION PROCESS IN 2007 AS RELATED TO THE PROPOSED URBAN CODE, THE DRAFT DOWNTOWN PARKING STUDY, THE DOWNTOWN WAYFINDING SIGNAGE PLAN, AND THE EVENTUAL DOWNTOWN PUBLIC IMPROVEMENT PROJECT (1-0247) - Ms. Westergard provided background information on this item, and discussed the importance of the business community, the citizens, developers, and City representatives working together to ensure the urban code reflects the community's vision. She noted that the urban code has been drafted, and discussed the need to publicize the particulars of the code changes with the various interest groups and key stakeholders. She further noted that inasmuch as the urban code will benefit the community, it will also "put this on people's radar who haven't been paying attention ..." She discussed the importance of Economic Development / Redevelopment staff and this committee leading the dialogue to ensure the community understands the essence of the advertising feature, thereby allaying fears and encouraging buy-in.

Ms. Westergard distributed to the committee members and staff the Community Outreach Strategy, and provided an overview of the same. She requested input of the committee members with regard to the goals, objectives, and tasks listed in the Strategy. Mr. McCarthy provided an update on the draft Carson City Downtown Mixed-Use Zoning District Development Code, copies of which were distributed to the committee members and staff. He advised that the City planners, engineers, and other internal staff have reviewed the draft code. It's now time to submit it to the public review process, and Mr. McCarthy requested the committee members to review the draft and provide feedback. He provided an overview of the parking strategy, copies of which were distributed to the committee members and staff. Ms. Westergard distributed a Reader's Digest version of the urban code to the committee members and staff, and reviewed the same. Chairperson Williamson suggested distributing the draft urban code to the downtown business license holders in the initial mailing.

Ms. Westergard narrated a PowerPoint presentation entitled "Opportunity's Afoot in Downtown Carson City." She offered to provide a marketing packet to each of the committee members and recruited them as "foot soldiers." In response to a question, Ms. Westergard advised that alternative routes are discussed in the *Business Report* advertising feature, the draft urban code, and the Reader's Digest version of the urban code. Convention and Visitors Bureau Executive Director Candace Duncan commented on the importance of allaying fears regarding circulation and access in the downtown area. Mr. McCarthy suggested developing a Reader's Digest version of the latest traffic study. Discussion followed, and Mr. McCarthy commented on the difference between pass-through and destination traffic. He noted the importance of being sensitive to community input "going forward," and discussed feedback received from Muscle Powered regarding bike lanes on Main Street. Additional discussion took place regarding potential concerns, such as the trees in the landscape medians.

Member Jones suggested the Builders Association as one of the first for the outreach presentation. In response to a question regarding capital improvements funding, Mr. McCarthy discussed the possibility of NDOT allocating to the City the funding which would be spent on restoring Carson Street prior to returning ownership to the City. That funding is anticipated to be approximately 30 percent of the overall project cost. Mr. McCarthy discussed additional potential funding mechanisms. In response to a further question, he advised that phase 2B of the freeway hasn't yet been funded. Member Jones discussed the importance of downtown signage. In response to a question, Mr. McCarthy advised that applications for grant funding submitted to NDOT for gateway signage were not approved. There is no other funding

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the March 14, 2007 Meeting

Page 3

presently available. In response to a suggestion, Mr. McCarthy agreed that wayfinding signage should be a priority for the downtown. Discussion followed regarding the importance of incremental accomplishments on the way to fulfilling the downtown vision. Member Block noted the Historic Resources Commission as an additional stakeholder to which the outreach presentation should be made. Following additional discussion, Mr. McCarthy advised of the importance of new construction in the downtown. He requested the committee members to review the distributed materials and provide feedback.

Mr. McCarthy discussed a recent feature story, published by *Business Week* regarding the economics of communities with an arts and cultural component, for which he provided input. He advised that Carson City ranked third between Santa Fe and New York City in the list of top ten art communities in the United States. He further advised that additional collateral material will be developed based on this *Business Week* article. Ms. Westergard advised that the ranking was developed from bona fide data collected by an expert who measured the community using a variety of indicators.

(1-1411) Chairperson Williamson requested the committee members to review the distributed materials. Mr. McCarthy requested the committee members to provide comments and input via his or Ms. Westergard's e-mail.

F. UPDATE ON PROGRESS REGARDING THE AMENDMENTS TO THE RESOLUTION THAT DELINEATES THE ROLE OF THE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE (1-1376) - Mr. McCarthy advised of a recent reorganization in the District Attorney's Office, and that he is continuing to work on the amendment. He further advised that the role of the committee will be changing from its present form to more of a working group with Economic Development / Redevelopment staff. He suggested the possibility of quarterly committee meetings, and advised that more individual strategy-type meetings will be taking place. He noted that this will dovetail with the City's current fiscal constraints and the endeavor to implement cost-saving measures. He advised that he will continue working with District Attorney's Office staff to develop a draft amendment to the resolution.

G. ACTION ON ADJOURNMENT (1-1492) - Member Cain moved to adjourn the meeting at 6:53 p.m. Member Jones seconded the motion. Motion carried 4-0.

The Minutes of the March 14, 2007 Carson City Redevelopment Authority Citizens Committee meeting are so approved this 13th day of June, 2007.

ROBIN L. WILLIAMSON, Chair