CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the June 6, 2011 Meeting Page 1

A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Monday, June 6, 2011, in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Shelly Aldean

Vice Chairperson Stan Jones

Member Jed Block Member Gary Cain Member Mike Cowan Member Dan Neverett Member Gigi Valenti

STAFF: Lee Plemel, Planning Director

Randal Munn, Chief 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 2. CALL TO ORDER AND ROLL CALL** (5:38:52) Chairperson Aldean called the meeting to order at 5:38 p.m. Roll was called and a quorum was present. .
- 3. ACTION ON APPROVAL OF MINUTES (5:39:47) Member Valenti moved to approve the minutes of the April 5, 2011 special meeting. The motion was seconded by Vice Chairperson Jones. Motion carried 6-0-1, with Chairperson Aldean abstaining, as she was not present at the meeting. Member Cain moved to approve the April 4, 2011 regular meeting. Member Jones seconded the motion. Motion carried 7-0.
- **4. ADOPTION OF AGENDA** (5:40:30) Adopted with no changes.
- **5. PUBLIC COMMENTS AND DISCUSSION** (5:40:42) None.

(5:41:22) – Member Block disclosed that he was a registered agent for the Pinkerton Dance Academy; therefore, he would abstain from voting on their request. Member Neverett disclosed that he was an employee of Western Nevada College (WNC), however, he intended to vote, as he did not derive any financial benefit from the approval of the Performing Arts Department's request. Member Valenti disclosed that she was the Certified Public Accountant (CPA) for Paradise Café, located in the Carson Mall, and she would abstain from voting on their request.

AGENDA ITEMS:

6. ACTION TO PRIORITIZE AND MAKE A RECOMMENDATION TO THE REDEVELOPMENT AUTHORITY REGARDING SPECIAL EVENT FUNDING FROM THE REDEVELOPMENT REVOLVING FUND FOR FISCAL YEAR 2011-12. (5:42:18) – Chairperson Aldean introduced the item and advised those applicants who had presented their requests in detail during a prior meeting, that they could choose not to repeat their presentations if they wished. Mr. Plemel referred to the staff report attached to the members' packets that contained the applications for Special Event Funding from the following fiscal year's redevelopment budget. He elaborated that a number of applications that had already been recommended for approval by the Committee, and that additional applications had been received recently. Mr. Plemel expressed concern that, this year, the funds available to support special events and incentives were less than the total amount requested by the applicants. He referred to Attachment A in the Commissioners' packets, incorporated into the record, stating that it listed all the special event applications. Mr. Plemel walked the Commissioners through a spreadsheet containing all the requested and available funds, incorporated into the record, clarifying that some anticipated events such as the Christmas Tree Lighting, had not yet been funded. He

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explained that all the requests could not be funded due to an almost \$17,000 deficit between the requests and the available funds. Mr. Plemel suggested different alternatives, also incorporated into the record, to "slice up the available funds". He also explained that Linda Marrone, Marketing Manager of the 3rd and Curry Street Farmers Market could not attend tonight, but would be available via telephone, if needed. Ms. Marrone, according to Mr. Plemel, had withdrawn the "Pop UP Park" portion of her application, requesting funds for the Farmers Market only. Mr. Plemel advised that the Nevada Day and Mile High Jazz applications had also been submitted to the Board of Supervisors for community service grants. He added that these requested amounts had been approved, with the stipulation that they be funded from redevelopment fund, thus recommending that the requested amounts be awarded unchanged. Chairperson Aldean noted that "there's a varying degree of compliance with respect to what is submitted as part of an application package" and advised the inclusion of annual reports. She also suggested that a checklist be given to all applicants to which they should adhere, to ensure consideration. Vice Chairperson Jones cited the special meeting on April 5, 2011, explaining that the consensus regarding special events had been to "maintain the current level of funding, but start weaning organizations off of subsidies". He added that annual events that contributed to the City, would most likely receive consideration first. Member Valenti also suggested supporting new events such as the Phantom of the Opera. Chairperson Aldean agreed that seed money for programs or events that "work themselves to self-sufficiency" should be pursued. She then invited the applicants to present their requests.

(5:53:57) – Mindy Breeding, representing Sierra Nevada Ballet, requested \$2,500 via an application incorporated into the record, for the annual Peanutcracker Performance on December 2, 2011. She stated that they were exploring new fund raising avenues and community outreach, however, the funds requested today would be used for renting the facility. She believed that professional ballet dancers, alongside those who are just learning, would provide a great opportunity. Ms. Breeding confirmed that the requested funds constituted 8 percent of the total expenses. She also responded to Chairperson Aldean's question, by explaining that the reduction in ticket sales was because they did not perform at Sand Harbor last year.

(5:59:01) – Susie Giurlani introduced herself and Gail Ruff, representing the Pinkerton Ballet Board of Directors. She requested \$2,500, application incorporated into the record, stating that they had been self sufficient in the past. However, she added, with the increased cost of renting the facility and the economic downturn, it was not the case this year. She stated that this was a professional production, equaling those in San Francisco and New York. Ms. Giurlani clarified that the dancers were professionals, however, everyone else worked on a volunteer basis. Chairperson Aldean received confirmation that the requested amount was 6.3 percent of the total expenses.

(6:03:56) – Sharon Rosse, Executive Director of the Capital City Arts Initiative, presented her request, incorporated into the record, for \$5,000. Ms. Rosse outlined the on-going activities and educational programs in Carson City. She explained that their exhibits were showcased in public venues such as the Carson City Courthouse and the Business Resource Innovation Center (BRIC), and noted that all the artists they work with received honorariums. In response to Member Neverett's question, Ms. Rosse explained that she would be retiring, and the Executive Director position had been combined with the Curator position to "gather enough funds" to make the position more attractive. Chairperson Aldean calculated that this funding request would represent 5.5 percent of the Initiative's total expenditures.

(6:08:03) – Candace Duncan, Executive Director of the Carson City Convention and Visitors' Bureau, presented her request, incorporated into the record, for \$15,000 to be used towards the 2011 Fall Ghost Walk and Cemetery Tour. Ms. Duncan explained that this event had originally started as a redevelopment event, to showcase the newly-formed Kit Carson Trail. She called the Ghost Walk a very popular event, but not a money-maker, as ticket proceeds were returned to "the money we asked for, for redevelopment". Ms. Duncan stated that the funds would be used for marketing and advertising in the Sacramento and the Bay Areas, and for renting costumes for docents. She added that they have had over 1,000 people in the past, and with the cemetery tour, she anticipated people staying the night in Carson City to participate in both tours. In response to a question by Member Neverett, Ms. Duncan explained that the tickets were sold on www.activitytickets.com, over the phone with a credit card, or at the event. She estimated that 40% of attendees were from out of town. In response to Member Block's question, Ms. Duncan stated that the cemetery tour was "a great tour, but it did not have overwhelming ticket sales". In response to Vice Chairperson Jones' question, Ms. Duncan explained that Mary Bennett was the Director of the Brüka Theatre Company, and is used for the acquisition of actors. She added

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that CCCVB employees were not compensated. Vice Chairperson Jones also inquired about the use of the community college and high school students instead of the actors. Ms. Duncan replied that at that time, the community college had its own production and high school actors had been used in the past. She also felt that professional actors must be used for this type of event. Chairperson Aldean inquired about the CCCVB absorbing the additional \$3,000 cost for the cemetery tour, since the event's objective was to "put heads in beds". Ms. Duncan believed that they could have eleven tours, instead of twenty-two, to cut the expenses in half. She also indicated that should the Bureau's advisory committee deem the Ghost Walk important, they could possibly provide the funds. Chairperson Aldean also suggested that invoices not contain overages in the future. In response to Member Cain's question, Ms. Duncan reported that \$400 would be spent on a half-page advertisement.

- (6:20:30) Jim Phalan, owner of Firkin and Fox, introduced Vicki Shell, General Manager, and presented his request for \$7,500, incorporated into the record, for the 2011 Fridays at Firkin, formerly known as Fridays at Third. Mr. Phalan explained that there would be six events on Third Street, and several others at different locations. He explained that they were using the City-owned stage for the series. Mr. Phalan asked for the Committee to pay 50 percent of the expenses. Discussion ensued on stage ownership and use. Mr. Phalan also said that he had purchased lighting and a canopy for the stage and would be willing to share it with anyone who needed it. Member Cain thanked Mr. Phalan for hosting several City events such as Safe and Sober Graduation. Ms. Shell added that they sponsor many community events and they donate to the community.
- (6:28:35) Doug Cramer, representing Mom and Pops Diner, introduced himself and Kevin Ray, Carson Mall Manager. He gave background on their contributions to the City. Mr. Ray gave background on the Carson mall and announced that they planned 20 events, including Jazz bands. He then presented his request for \$2,000, incorporated into the record.
- (6:32:34) David and Elinor Bugli gave background on the Mile High Jazz Club and requested \$3,000, incorporated into the record, for the Jazz! Carson City Music Festival event, every week in August, 2011. Ms Bugli stated that they had received a State grant from the Nevada Commission on Tourism to advertise the event in areas that were over 100 miles away from Carson City. Ms. Bugli clarified that the "in-kind services" included the use of the stage. Chairperson Aldean encouraged Ms. Bugli and Mr. Plemel to have a conversation regarding in-kind services and expectations. Mr. Bugli expected them to have 45 to 55 performances, and stated that the fund would help finance the musicians.
- (6:37:10) Ken Hamilton, President of Nevada Day, Inc, stated that the \$21,500 request, incorporated into the record, would be used to supplement the cost of putting on the event. Mr. Hamilton also stated that they were looking for a 'big rock' and Member Valenti thought she could help locate one.
- (6:39:35) Linda Marrone, Marketing Manager of the 3rd & Curry Street Farmers Market, stated that she had withdrawn the "Pop UP Park" portion of her \$29,500 request, which is incorporated into the record. She cited insurance as a major expense, and stated that she was working with the City on that. Ms. Marrone announced that the Market would open on Saturday.
- (6:41:16) Stephanie Arrigotti, director and producer for the Western Nevada Musical Theater Company, requested \$17,000, incorporated into the record, for the Phantom of the Opera. She called the project "an absolutely magnificent event. She believed that the overall event would cost over 120,000, and was certain that some of that cost would be invested in permanent improvements. Vice Chairperson Jones suggested that the City cover some of the permanent structural improvements to the theatre.
- (6:48:30) Lisa Lee, representing Advocates to End Domestic Violence, presented her request, incorporated into the record, for \$5,000 towards the Taste of Downtown event. She stated that the funds would be used cover the cost of the restaurants participating in the event.

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(6:49:43) – Janice Ayers, Executive Director and CEO of RSVP, gave background on the RSVP events, and requested \$15,000 towards the cost of the 4th of July Fair, Nevada Day Fair, and Spring Fun Fair. The application, incorporated into the record, noted the three fairs. Ms. Ayers stated that most of the event vendors were out-of-towners who stayed in Carson City and spent money in restaurants, hotels, and Casinos. In response to Chairperson Aldean's question, Ms. Ayers stated that the attendance over the last few years had been great. In response to a question, Ms. Ayers explained that the RSVP volunteers helped with many City events. Ms. Ayers also explained that this was the first time they had come before the Committee to request funds, because RSVP had lost \$400,000 in funding this year, due to budget cuts.

(6:57:35) – Chairperson Aldean called for public comments, but none were forthcoming. Discussion ensued regarding funding each event. Chairperson Aldean reminded the Committee that later on in the year, they could have a budget augmentation should there be more funds due to additional property tax collection, and the funds could be accrued for future events. Member Valenti expressed concern over permits and fees incurred by RSVP and was told that the Parks and Recreation Department was not in a position to waive permit fees. Chairperson Aldean suggested having the CCVB fund the cemetery tour portion of the Ghost Walk, as it was designed to "put heads in beds". Member Block applauded the Mile High Jazz Club for accomplishing a lot with less money, and suggested teaching grant writing to do better fundraising. He also suggested finding more donors. Member Cain was concerned about the 3rd Street and the Carson Mall concerts overlapping. Further discussion ensued regarding the role of redevelopment. Mr. Plemel presented Exhibit A, incorporated into the record, which showcased four alternatives to the requested amounts. A fifth alternative was added and Attachment A was revised to indicate the new Alternative E column, incorporated below.

Redevelopment Special Ev	ent Funding 20	011-12							
Event	Requested 2011-12 (\$)	FY 2010/11 Funding (\$)	Requested Increase (\$)	Alternative A (85%)		Alternative C	Alternative D	Alternative E	Alternative
Peanutcracker Ballet	2,500	2,500	0	` ′	2,500	2,500		2,125	
Nutcracker Ballet	2,500	2,500	0	2,125	2,500	2,500		2,125	
Capital City Arts Initiative	5,000	5,000	0	4,250	5,000	5,000		4,250	
CCCVB Ghost Walks	15,000	22,500	-7,500	12,750	9,400	5,000	12,000	12,000	
Firkin & Fox Concert Series	7,500	39,300	-31,800	6,375	5,000	0	7,500	7,125	
Cove Café Concert Series	2,000	0	2,000	1,700	0	0		1,700	
Subtotal:	34,500			29,325	24,400	15,000	19,500	29,325	С
Previously Approved by RAC	C:								
6 RSVP	15,000	1,500	13,500	12,750	15,000	5,000		10,050	
5 Taste of Downtown	5,000	5,000	0	4,250	5,000	5,000	5,000	5,000	
3 Farmers Market	29,500	13,000	16,500	22,700	22,700	22,700	22,700	22,700	
2 Nevada Day	21,500	10,750	10,750	21,500	21,500	21,500	21,500	21,500	
1 Mile High Jazz	3,000	2,500	500	3,000	3,000	3,000	3,000	3,000	
4 Phantom/Opera	12,000	0	12,000	10,200	12,000	12,000	12,000	12,000	
Subtotal:	86,000			74,400	79,200	69,200	64,200	74,250	C
Total:	120,500			103,725	103,600	84,200	83,700	103,575	C
Anticipated Events:									
X-mas Tree Lighting	5,000	5,000	0	5,000	5,000	5,000	5,000	5,000	
Reserves for Spring 2012				-102	23	19,423	19,923	48	
Totals:	125,500			108,725	108,600	89,200	88,700	108,575	C
Tot Est. Available Budget*	108,623								
Deficit:	-16,877								
* FY 2011/12 Budgeted for S	nocial Events	and Incontin	o Drograma	ovoludina nee	ioualy assessed	od funda			

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(7:27:32) – Member Neverett moved to recommend to the Redevelopment Authority the approval of the expenditure of \$108,575 for the FY 2011-2012 Revolving Fund for the Redevelopment Agency, to support the special event requests distributed to the applicants as identified in Alternative E, as an expense incidental to carrying out 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 was seconded by Vice Chairperson Jones. Mr. Munn advised that due to the abstentions of Members Block and Valenti, the voting Committee would now comprise of five members, and three "yes votes" would now constitute a majority. Joe McCarthy congratulated the Committee for their great work over the years. He also applauded the diversity of the events that they are helping to subsidize. Ms. Marrone asked whether funds could be accrued for the next fiscal year, and Chairperson Aldean promised to find out the answer. Motion carried 5-0-2 with members Block and Valenti abstaining.

7. NON-ACTION ITEMS:

- a. STAFF UPDATES ON REDEVELOPMENT PROJECTS AND BUDGET. (7:31:18) Mr. Plemel explained that based on the goal-setting by the Board of Supervisors, a new committee would be established for Redevelopment Areas 1 and 2, and guidelines will be established for funding special events. Chairperson Aldean suggested discussing the previously-mentioned checklist and protocol at the next meeting to ensure compliance. It was agreed that the next meeting would be held on August 1, 2011, and suggested to include the new members in the decision making process, obtain their opinions and forward the recommendations to the Redevelopment Authority for approval.
- **b.** FUTURE AGENDA ITEMS FOR THE NEXT MEETING ON JULY 25 OR AUGUST 1, 2011. Previously discussed.
- 8. ACTION TO ADJOURN (7:36:05) –Member Valenti moved to adjourn the meeting. Member Cain seconded the motion. The meeting was adjourned at 7:36 p.m.

7	The Minutes of the June 6, 2011 Cars	son City Redevelopment	Authority Citizens (Committee meeting are	so approved
this 3	ord day of October, 2011.				

SHELLY ALDEAN, Chair	