

CARSON CITY BOARD OF SUPERVISORS
Minutes of the Special February 17, 1996, Workshop
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A special workshop was held by the Carson City Board of Supervisors on Saturday, February 17, 1996, at the Community Center Sierra Room, 851 East William Street, Carson City, Nevada, beginning at 9 a.m.

PRESENT: Marv Teixeira Mayor
 Greg Smith Supervisor, Ward 1
 Janice Ayres Supervisor, Ward 2
 Tom Tatro Supervisor, Ward 3
 Kay Bennett Supervisor, Ward 4

STAFF PRESENT: John Berkich City Manager
 Rod Banister Sheriff
 Al Kramer Treasurer
 Walter Sullivan Community Development Director
 Louis Buckley Fire Chief
 Sally Edwards Library Director
 Steve Kastens Parks and Recreation Director
 Jay Aldean Public Works Director
 Basil "Butch" Moreto Purchasing & Contrs. Director
 Dorothy Timian-Palmer Utilities Director
 Paul Lipparelli Deputy District Attorney
 Ray Saylo Deputy Sheriff
 Liz Hernandez Administrative Assistant
 Katherine McLaughlin Recording Secretary
 (S.B.O.S. 2/17/96 Tape 1-0016.5)

FACILITATOR: Jerry Hall

OTHERS PRESENT: School Board Member John McKenna, Newly Selected School Superintendent Leon Mattingley (effective July 1, 1996), Developer Ron Kipp, Bill Reeves, and Richard Murray

CALL TO ORDER, PLEDGE OF ALLEGIANCE, ROLL CALL - Mayor Teixeira convened the meeting at 9:10 a.m. Mayor Teixeira welcomed the audience and thanked them for coming. He declared a quorum of the Board present.

PUBLIC COMMENTS - City Manager Berkich introduced Chamber of Commerce President and School Board Member John McKenna. Mr. McKenna introduced Mr. Mattingley. Mr. Mattingley expressed optimism about his new position and the community and his desire to work with the community in planning for the future. Mayor Teixeira welcomed him and expressed the desire to work with him and the School District. Mr. Berkich also thanked the audience and staff for attending. He thanked Ms. Hernandez for her assistance in bringing the plan to this level. Mr. Berkich and Mayor Teixeira invited the audience to sit at the tables with the staff and Board. Mr. Berkich then introduced Mr. Hall. Mr. Hall welcomed the audience, provided a brief synopsis of his background and employment in this area. Each of the individuals present then introduced him/herself.

1. OVERVIEW OF CARSON CITY'S STRATEGIC PLAN KNOWN AS "CAPITAL CITY FOCUS" (1-0171.5) - Mr. Hall outlined the program to be followed during the meeting. Mr. Berkich noted the booklet which everyone was to have picked up when entering the room. (A copy of the booklet, the overhead slides, and the "Ten Commandments of Human Relations" are included in the file.) He then outlined with the use of overhead projector and slides the purpose of strategic planning, the benefits derived from such a plan, procedures used to create the City's plan, the vision statement and building blocks it had established. He felt that the issues identified stressed the quality of life issues as illustrated by the committee's high ranking of community beautification as a priority. The public safety, recreation and cultural activities, governmental influence, infrastructure, and growth

concerns were defined. The direction requested from the Board was explained as being to provide the necessary alignment for the future of the community.

(1-0440.5) Mr. Hall then defined the strategic management process, its elements, the purpose of the mission statement, and the need for organizations to have an established philosophy, policies, budgets, and monitoring controls. Examples of mission statements were distributed. (A copy is included in the file.) There are two different types of strategic plans--internal and external. Carson City had selected the external program which involved the entire community. The resulting plan and mission statement are dynamic documents impacting the entire community. They should be flexible enough to meet a change in demands, funding, or direction which occurs as time marches on. Mr. Hall commended the City on its plan and its community involvement.

(1-0710.5) Mr. Berkich explained contacts from UNR concerning its desire to establish a plan for its campus. He pointed out the possibility that the City may have a university in twenty years and that this was beyond the timeframe for the plan. This is one of the issues which will continue to be analyzed which may modify the document. Supervisor Smith stressed the need for the document to remain flexible and dynamic. Mr. Hall stressed the need for the Board to establish the goals in order for staff to establish the tasks and accomplish same. Mr. Berkich indicated that this would align staff's goals and objectives with the Board's. The budget would reflect this alignment.

(1-0805.5) Mr. Hall then solicited the most positive aspect of the entire program. Those aspects were: community involvement, community empowerment, established quality of life issues as a priority, exchange of community information and education, the diversity in groups who had participated, the program's uniqueness, risks involved in presenting alternatives, humanized staff, provided clear direction, established communication channels, and established creditability for the program. Mr. Hall then explained that the entire program had been group problem solving with its group by-in of the solutions. It will require periodic reports which will provide the necessary process validation. He felt that, although this is a more complex procedure, the results would be more beneficial for the entire community.

2. ACTION ON DEVELOPMENT OF A MISSION STATEMENT FOR THE CARSON CITY ORGANIZATION (1-1225.5) - Mr. Hall requested statements which would be used to develop a mission statement. Many ideas were presented including: to express its State/City leadership role, an executive for public trust and collective responsibility, to protect and preserve the beauty of the area, historic preservation, an innovative community involvement, a well-planned community, a sustainable community, its safety and security, strive for excellence, pride in its community, its legacy, eliminate empathy, forward progressing, maintain and improve its energy, healthy business environment, human services, sense of well being, a good educational program, "flag ship city", and create a beautiful and well-maintained parks program. (1-1585.5) Mr. Hall then explained the need to develop a mission statement and read the samples he had distributed earlier. He described the differences between a vision statement and a mission statement.

BREAK: A ten minute recess was declared at 10:50 a.m. When the meeting reconvened at 11 p.m. the entire Board was present constituting a quorum.

(1-1675.5) Mr. Hall requested each individual provide a statement. Various statements were offered among them: A community with a vision of excellence; Carson City, the Capital of Nevada, is a forward and progressive community and will provide its citizens a sense of well-being and pride through its commitment to historic preservation, quality education, and public safety, therefore, developing a legacy of a sustainable community for future generations; support for both the Phoenix and Santa Ana statements; and various versions of these four suggestions. The final wording was: "Our purpose is to advance our legacy as a community by providing our citizens with a high quality of life through sustained leadership, our environment, our history, our education, and our public safety." No formal action was taken.

3. REVIEW OF ISSUES AND GOALS FOR THE FOLLOWING BUILDING BLOCKS: QUALITY

OF LIFE; INFRASTRUCTURE; AND BUSINESS DEVELOPMENT (1-2369.5) - Mr. Hall then outlined the purpose of this heading and the procedure which would establish the most important issues as goals and the timeframes. Quality of life was selected to begin the discussion as it was the highest on the community's list. Mr. Berkich referenced Page 26 of the plan. Discussion indicated public safety should be the top priority under this issue. Sheriff Banister supported the strategies as listed and indicated many were already in the implementation progress. Supervisor Tatro stressed that it is not all up to law enforcement as community involvement is required to make the programs successful. Comments stressed the need for alternatives including supervised youth activities and other intervention programs which need to be implemented. Sheriff Banister felt that recreational activities may work for some youths, however, those who are involved in gang activities are not interested in those programs. He suggested the business community assist with a job opportunity program. This would be more beneficial to the youths. Mr. Hall indicated that this would become a strategy and goal. Supervisor Bennett recommended adding the educational element to this goal. Mr. Murray suggested closing the campuses during breaks and controlling the youth. Clarification indication the discussion had moved into the following Item.

4. ACTION ON ESTABLISHMENT OF GOALS AND DEVELOPMENT OF ALIGNMENT (1-2750.5)

- Mayor Teixeira indicated that this year's goals should include suppress gang activity. Mr. Berkich clarified the goal to enhance the justice system. Supervisor Tatro explained a Community Council on Youth meeting wherein it was indicated that the State Youth Parole Division was just beginning to work with Carson City's Juvenile Department and the Sheriff's Department. Supervisor Bennett added to the goals community's expectation of accountability. Supervisor Smith ranked enhancing the justice system as priority number two and insuring appropriate levels of law enforcement as priority number three. Mayor Teixeira pointed out that programs would implement the justice system enhancement while only funding could address the law enforcement issue. Clarification indicated the citizens' group had not ranked its goals and strategies except for the public safety issues. Sheriff Banister responded by explaining that a majority of the graffiti problems encountered are not gang activities but rather done by individual taggers. He suggested that juvenile crime be added to the list with suppression of gang activity. Mr. Hall agreed that as the list is refined, the goals are better defined.

Discussion ensued on the goals under recreational and cultural activities. This list had not been prioritized, however, some of the items were already being implemented. Mayor Teixeira prioritized enhanced and increased family and youth recreational activities in Carson City as number one. Discussion indicated the need to identify family and youth needs should be number one followed by Mayor Teixeira's recommendation as number two. Ms. Edwards suggested maximizing current facility uses by extending the library hours. Mr. Berkich noted the efforts undertaken to use the basement of the Civic Auditorium for cultural activities. Supervisor Tatro suggested the third goal be the promotion of activities and programs currently available. Mr. Berkich indicated this would take a marketing program. Supervisor Bennett suggested priority four be the development of a coalition of arts community. Supervisor Smith then suggested that goals one and two be combined to identify and enhance family and youth needs and activities. Supervisor Tatro expressed his feeling that coalition of arts is a community function and not a government function. Mr. Kastens indicated that the Community Center is involved in developing the coalition between the high school and Brewery Arts. The pros and cons of Supervisor Tatro's comment were discussed. Supervisor Tatro felt that these activities were actually under maximizing the use of existing facilities and programs. Mr. Hall felt that this was an indication of the City functioning as a facilitator to bring about both activities. Supervisor Bennett opposed Supervisor Tatro's position due to her feeling that it is a quality of life issue and in the City's best interest to support the arts.

(1-3115.5) Discussion followed on the beautification issues and the areas which had been implemented. Mayor Teixeira felt that the public access for hiking and biking was a top priority with the public; therefore, he listed as the number one priority increasing public access and hiking and biking paths. Supervisor Smith indicated priority two should be preservation of historic buildings and sites. Supervisor Bennett felt that beautification of the entryways to the City should be number three. Clarification indicated this was the strategy under enhanced beautification in Carson City. Supervisor Bennett indicated she would write a formal proposal to set aside funding for a Highway 50 corridor plan. Clarification indicated this is a strategy. Downtown beautification should be completed by next year. Biosphere protection and preservation of the wetlands was established as the third

priority.

(1-3328.5) Discussion ensued on the issue of business development. Supervisor Smith recommended the priorities be more quality employment opportunities and then additional employment and gave reasons for this ranking. Mayor Teixeira supported his recommendation. Discussion clarified that Supervisor Smith's priorities were different from the list, however, his ranking was maintained.

(1-3427.5) Discussion ensued on infrastructure. Mayor Teixeira recommended building a freeway as the top priority. Mr. Aldean explained the committee's recommendation had been to reduce congestion. The freeway is a strategy under it, however, due to the need to emphasize it, it was established as a goal rather than a strategy. Mr. Hall suggested that it be listed as the number one strategy under reduce congestion as there could be more than one strategy per goal. Supervisor Ayres and Mr. Kramer suggested it be listed as one goal to reduce congestion/build freeway. Discussion felt that the goal was to improve traffic flow. Clarification noted that some of these strategies had been listed under quality of life, however, this is a street issue. Support for bike trails was noted. Mayor Teixeira indicated goal three is increased safety and four is beautification.

(1-3576.5) Discussion ensued on growth which modified the order to be to define the growth, develop a master plan, and provide incentives. Supervisor Tatro then pointed out that the master plan had been funded and suggested that the order be maintained as written. This proposal was discussed between different groups of individuals with Mayor Teixeira and Supervisor Ayres supporting Supervisor Tatro's recommendation. Supervisor Bennett added a strategy for land banking. Mr. Berkich and Ms. Timian-Palmer explained the public's confusion over population growth and the Growth Management Ordinance permit restrictions. Mr. Berkich felt this indicated the need for additional education. Mr. Sullivan explained the public's desire to have a clear indication of the impacts created by growth including personnel and costs. Any growth should be "quality growth". Mayor Teixeira directed it be added as a goal.

(2-0066.5) Discussion ensued on planning/design. Mr. Sullivan explained that the first two goals were the same issue, however, the difference is between residential and commercial development. Supervisor Ayres suggested they be combined into one list. Supervisor Tatro questioned the need for the Design Review Board. Mr. Berkich felt that the public desire had been to increase the standards. Mayor Teixeira was reluctant to either establish another review board or deny a proposal when the remainder of the document had been accepted. Mr. Berkich suggested working with the individuals on the other side of the issue to establish a balance. Mr. Berkich indicated that this Board would provide incentives for infill projects. Supervisor Smith outlined his objection to the Board as the individuals who would be impacted may not be involved in the standards. Mr. Buckley explained that the Board of Appeals is already handling a majority of these items. The individual would have flexibility in the final project as he could accept or reject the standards. He indicated that the goal may be valid, however, implementation and strategy are not done. Mr. Sullivan felt that it was a question of enforcement. Mayor Teixeira felt that the rotten apple may force the City to become involved in this arena. Discussion then established the first priority as the review guidelines for residential and commercial and the second priority as develop and implement scenic corridor regulations.

(2-0160.5) Mr. Hall then explained that the listing had been the urgent items identified by the focus groups. He pointed out the relationships between the groups. The future would blend these goals, strategies, and tasks and build on this process. Mr. Berkich stressed that this was only the beginning. There are more issues which have not been considered and may be added in the future. The staff would take these goals and commence to work on them. Discussion noted that it may be that some of the goals could not be accomplished due to various reasons. The list would then be modified. Next year the goals could be measured and accomplishments indicated.

Mr. Hall thanked everyone for coming and expressed the hope that this effort would be productive. He commended staff on its roll and indicated that more than normal amount of material had been covered during this type of a session due to the work staff had previously done on the document. Mayor Teixeira and Supervisor Ayres thanked him for his assistance. Mr. Berkich thanked the Board for its direction.

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No formal action was taken during the proceeding.

There being no other matters for discussion, Supervisor Ayres moved to adjourn. Mayor Teixeira seconded the motion. Motion carried unanimously and Mayor Teixeira adjourned the meeting at 12:35 p.m.

A tape recording of these proceedings is on file in the Clerk-Recorder's office. This tape is available for review and inspection during normal business hours.

The Minutes of the February 17, 1996, Carson City Board of Supervisors Workshop

ARE SO APPROVED ON ____April_4____, 1996.

_____/s/_____
Marv Teixeira, Mayor

ATTEST:

_____/s/_____
Alan Glover, Clerk-Recorder