CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

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A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, July 10, 2002 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson

Vice Chairperson Linda Johnson

Art Hannafin Joe McCarthy Fred Nietz

STAFF: Tom Minton, Deputy Finance Director

Kathleen King, Recording Secretary

NOTE: A tape recording of these proceedings is on file in the Clerk-Recorder's Office and is available for review and inspection during regular business hours.

- **A. CALL TO ORDER, DETERMINATION OF QUORUM** (1-0001) Chairperson Williamson called the meeting to order at 5:31 p.m. Roll was called; a quorum was present. Members Browne and Tresnit were absent.
- **B. ACTION ON APPROVAL OF MINUTES June 26, 2002** (1-0008) Member McCarthy moved to accept the minutes. Vice Chairperson Johnson seconded the motion. Motion carried 4-0.
- C. MODIFICATION OF AGENDA (1-0015) None.
- **D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS** (1-0017) None.
- **E. PUBLIC HEARING:**
- **EXPENDITURES AND 2002/2003 FISCAL YEAR BUDGET** (1-0018) Chairperson Williamson introduced Mr. Minton, and referred to the Analysis of Current and Anticipated Revenues and Expenditures previously distributed to the Committee members and staff. Mr. Minton provided an overview of the Analysis. [Member Hannafin arrived at 5:33 p.m.] Mr. Minton responded to questions regarding allocated and encumbered funds, and amounts reflected in the property purchase and incentive program budgets. He advised that encumbered funds can be reflected if the Committee will inform Finance Department staff of actions taken. Discussion took place regarding encumbered funds, special events funding, and the budget analysis format. Mr. Minton acknowledged that budget information can be provided to the Committee monthly. The Committee members thanked Mr. Minton for his presentation and information. No formal action was taken.
- **E-2. DISCUSSION AND ACTION REGARDING THE REPORT OF ACTIVITIES FROM THE DOWNTOWN CARSON CITY BUSINESS ASSOCIATION ("DCCBA")** (1-0350) Jed Block, of the DCCBA, reviewed the list of new members, advised of a recent mass mailing, discussed development of a DCCBA banner, and advised of the date and time of the next general membership meeting. He further advised of a conversation with Mary Walker wherein she provided background information on the blue line. He

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discussed changes to the downtown over the last 10-20 years, and suggested re-establishing the Saturday walks along the blue line. Chairperson Williamson expressed appreciation for the efforts of the DCCBA. In response to a question, Maxine Nietz advised that the Committee members could be added to the DCCBA mailing list.

Chairperson Williamson displayed note cards she recently purchased in Chico, California depicting photographs of Chico landmarks. She indicated she would purchase similar note cards if any were to be had in Carson City. Mr. Block advised that he would pass this idea along to the DCCBA members, and discussion took place with regard to the same. He discussed his vision for DCCBA membership dues. The Committee members thanked Mr. Block for his report. No formal action was taken.

- E-3. DISCUSSION AND ACTION REGARDING A REQUEST FROM THE DOWNTOWN CARSON CITY BUSINESS ASSOCIATION FOR FUNDING OF PRINTING COSTS FOR THE DCCBA JULY/AUGUST NEWSLETTER (1-0600) Ms. Nietz displayed and circulated the July/August newsletter, and advised of the cost which was indicated on an invoice she provided to Chairperson Williamson. She further advised that 360 newsletters were mailed to DCCBA members and Carson City business license holders, and that the remainder will be distributed by hand at various meetings. She discussed the purpose of the newsletter and the brochure, and advised that revisions to and printing the new brochure will be the "next project." Vice Chairperson Johnson suggested that the DCCBA develop a budget and present it on an annual basis. Ms. Nietz reviewed the invoice. Vice Chairperson Johnson moved to approve the request for \$262.50 to the DCCBA. Member McCarthy seconded the motion. Motion carried 5-0.
- **E-4. DISCUSSION AND ACTION REGARDING DOWNTOWN STRATEGIC OPERATIONS PLAN AND FUTURE ACTIVITIES ASSOCIATED WITH THE PLAN** (1-0702) Dan Mooney distributed the list of goals to the Committee members and staff. He advised of a meeting with Larry Osborne, of the Chamber of Commerce, to discuss the Interdisciplinary Decision Team ("IDT"). He reviewed the objectives listed, and discussion took place with regard to the same. In response to a question, Chairperson Williamson explained the differences between the IDT and the Vitality Coalition being developed in conjunction with the Economic Strategic Vitality Plan. She discussed the need for the Committee members to rededicate themselves to the Redevelopment Strategic Plan.

Mr. Mooney requested the Committee to authorize him to begin implementing the four objectives listed in Goals I and II. He explained that the first project is to begin developing the IDT. He advised that the marketing plan developed in conjunction with the Redevelopment Strategic Plan will have to be "pretty aggressive" and include the entire City, not just downtown. The plan will have to consider consumers changing patterns to spend money in Carson City rather than in Douglas County. Vice Chairperson Johnson expressed a concern that developing a marketing plan for the entire City is not within the purview of the Committee, and discussion took place with regard to the same. Mr. Mooney advised that a city-wide marketing plan has always been part of the Redevelopment Strategic Plan. He indicated that the Committee could focus on downtown but that it would be less effective. Member McCarthy discussed the marketing role of the Carson City Convention and Visitors Bureau ("CCCVB"). Mr. Mooney discussed the need for an aggressive approach to marketing, and the results of the Values and Beliefs Study which revealed many positive beliefs about downtown. Vice Chairperson Johnson commented on the mistaken perception of a downtown parking problem and suggested that this is one aspect which would be improved by a marketing plan. Discussion took place regarding the marketing differences between tourists and locals and the most

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appropriate group to address a marketing plan. Mr. Mooney agreed with cooperating and coordinating the marketing plan with other groups, but emphasized the need for the Committee to be involved in the downtown aspect. He advised that the Economic Development Strategic Plan group never developed a marketing plan. Discussion took place regarding the focus of the Economic Strategic Vitality Plan, the role of the new Economic Development/Redevelopment Manager, and the marketing focus of the CCCVB.

Mr. Mooney reiterated the objectives listed, and Vice Chairperson Johnson expressed agreement with developing a downtown marketing program which is coordinated with other elements in the community. Mr. Mooney discussed elements to include in a marketing plan, including the possibility of increased property taxes if new revenue sources are not established. Chairperson Williamson pointed out that the Values and Beliefs Study and the Redevelopment Strategic Plan are a result of Mr. Mooney's efforts and perseverance. She expressed support for Mr. Mooney forming an Interdisciplinary Decision Team to begin working on a marketing plan, and volunteered to serve as a member.

Mr. Mooney responded to questions regarding his contract with the City. Vice Chairperson Johnson reviewed the objectives listed under the Operations Process of Goal I, and agreed with Mr. Mooney's involvement in the marketing program, suggested agendizing the conceptual plat developed by Member Hannafin for the September Committee meeting, and expressed agreement that blending the cultural heritage would benefit from the input of the interdisciplinary team. Mr. Mooney responded to questions regarding the purpose of the interdisciplinary team, and discussion took place with regard to the same. Member McCarthy moved to recommend that Dan Mooney move aggressively toward forming an interdisciplinary decision team, and report back at the next meeting who the team members are. Mr. Mooney clarified that he would be submitting the proposed team members to the Committee for approval, and that he needs recommendations from the Committee members as to whom to appoint. He advised he needs representatives from the Committee, from the Chamber of Commerce, the CCCVB, the gaming community, etc. Member McCarthy modified his motion to grant Mr. Mooney the authority to comb the community and report back at the next meeting his recommendations for approval by the Committee. Member Hannafin seconded the motion. Chairperson Williamson requested the Committee members to provide Mr. Mooney suggestions of individuals to contact. Mr. Mooney advised that he would be in contact with the Committee members via e-mail and telephone to solicit input regarding potential candidates. Chairperson Williamson called for a vote on the pending motion; motion carried 5-0. The Committee members thanked Mr. Mooney.

E-5. DISCUSSION AND ACTION REGARDING RECOMMENDATION OF CARSON CITY ECONOMIC VITALITY STRATEGIC PLAN FOR CHANGE OF LAND USE ZONING IN CERTAIN EDGES AND CORRIDORS WITHIN THE HISTORIC DISTRICT (1-1440) - Chairperson Williamson provided background information on this agenda item. At her request, Member Hannafin relayed the comments provided by the Historic Resources Commissioners at their July 9, 2002 meeting. He commented that allowing retail/commercial on West Robinson Street "could create some liveliness, but ... would be difficult to get approved." Discussion took place regarding the type of retail proposed and the comments of the Historic Resources Commissioners with regard to allowing retail on Washington Street. Member McCarthy expressed disappointment that the proposal was presented to the Historic Resources Commission ("HRC") "without anybody other than Rob [Joiner] being there to talk about the overall impact, long term." In response to a question, Member Hannafin reviewed the HRC's comments regarding limited forms of retail between Curry and Division Streets along King Street. The recording secretary advised that HRC Chairperson Mike Drews will be providing written comments on the Economic Strategic Vitality Plan. Following

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additional discussion, consensus of the Committee was to defer action on this item until the September meeting.

Chairperson Williamson expressed an interest in developing a definition of the retail/commercial zoning, and indicated she would try to have a preliminary definition completed by August. Member Hannafin speculated that it will probably take 4-5 months to get the plan to the point where comments from various groups can be included before the conceptual plan for redevelopment in the downtown area can be published. Vice Chairperson Johnson suggested establishing a goal of presenting the plan to the Board of Supervisors by January 2003. In response to a question, Chairperson Williamson stated that Planning and Community Development Director Walter Sullivan has assured her there is no need to submit the plan as a master plan amendment. She advised of the Town Hall meeting to review the Economic Vitality Strategic Plan scheduled for Monday, August 5th from 7:00 to 9:00 p.m. in the Community Center Sierra Room. She requested Member Hannafin to present the conceptual plat at that time, and to have the large displays available. Member Hannafin encouraged the Committee members to attend the Town Hall meeting. No formal action was taken.

E-6. DISCUSSION REGARDING CURRENT AND POTENTIAL REDEVELOPMENT PROJECTS (1-1807) - Member Nietz advised that the latest ornament design includes the revision to the roof line as proposed by Member Hannafin. Chairperson Williamson emphasized the importance of representing the project as being done by the Redevelopment Authority Citizens Committee. Vice Chairperson Johnson suggested authorizing Member Nietz and Member Hannafin to go ahead with the design once the issue over the roof line is worked out, and the Committee members concurred. Member Nietz advised he would e-mail the latest version to Member Hannafin for review.

In response to a question, Chairperson Williamson advised she had sent a letter to the owner of the Lucky Spur reminding him that August 25, 2002 is the expiration date for allowing a gaming operation on the property without incorporating 100 hotel rooms. She responded to questions regarding the specifics of the 100-hotel room requirement. She advised of an opportunity to extend the expiration date if a prospective business owner is interested in a gaming operation and makes the request prior to August 25th. In response to a question, Member Hannafin advised that the structural integrity of the building is very questionable.

F. INTERNAL COMMUNICATIONS AND ADMINISTRATIVE MATTERS

- **F-1. FUTURE AGENDA ITEMS** (1-1902) Following discussion, consensus of the Committee was to cancel the August meeting.
- **G. ACTION ON ADJOURNMENT** (1-1945) Vice Chairperson Johnson moved to adjourn the meeting at 7:08 p.m. The motion was seconded and carried 5-0.

The Minutes of the July 10, 2002 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this _____ day of September, 2002.

ROBIN L. WILLIAMSON, Chair