

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the March 19, 2009 Meeting

Page 1

DRAFT

A meeting of the Carson City Redevelopment Authority was held during the regularly scheduled Board of Supervisors meeting, on Thursday, March 19, 2009 in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Member Shelly Aldean
Member Robert Crowell
Member Pete Livermore
Member Molly Walt

STAFF: Larry Werner, City Manager
Alan Glover, Clerk - Recorder
Joe McCarthy, Business Development Manager
Tammy Westergard, Deputy Business Development Manager
Joel Benton, Senior Deputy District Attorney
Kathleen King, Recording Secretary

NOTE: A recording of these proceedings, the Redevelopment Authority's agenda materials, and any written comments or documentation provided to the Clerk during the meeting are public record. These materials are available for review in the Clerk-Recorder's Office during regular business hours.

23. CALL TO ORDER AND ROLL CALL (1:49:55) - Chairperson Williamson called the meeting to order. All members of the Redevelopment Authority were present, constituting a quorum.

24. ACTION ON APPROVAL OF MINUTES - February 5, 2009 and February 19, 2009 (1:50:09) - Member Aldean moved to approve the minutes, as presented. Member Crowell seconded the motion. Motion carried 5-0.

25. OFFICE OF BUSINESS DEVELOPMENT

25(A) PRESENTATION BY KAREN ABOWD REQUESTING THE BOARD OF SUPERVISORS TO ENDORSE AND SUPPORT A PROJECT TO BUILD A GREENHOUSE IN CARSON CITY TO PROVIDE LOCALLY-GROWN PRODUCE FOR THE NEEDY, HANGING BASKETS FOR DISPLAY IN CARSON CITY, AND EVENTUALLY, THE CREATION OF A FOOD COOPERATIVE FOR THE ENTIRE REGION (1:50:51) - Business Development Manager Joe McCarthy introduced this item, reviewed the agenda report, and provided background information on the greenhouse project. He introduced Karen Abowd, who provided additional background on the greenhouse project. She described the greenhouse project as a "community venture to provide horticultural and organic agricultural product to the residents and businesses of Carson City." She reviewed and discussed the three-fold objective, as follows: (1) to construct and sustain operation of a greenhouse for the production and distribution of hanging flower baskets for the downtown businesses; (2) as a not-for-profit entity, the greenhouse would be utilized to interface with F.I.S.H., Kids in Transition, the Carson High School Culinary Arts Department, and other need-based organizations by growing organic vegetables for their purposes; (3) as an educational entity, a partnership with the Boys and Girls Clubs youth could provide the opportunity, through a nutrition and gardening program, for kids to learn to grow produce and bring the concept of healthy nutrition home.

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the March 19, 2009 Meeting

Page 2

DRAFT

Ms. Abowd advised of having been contacted by Carson Water Subconservancy District Watershed Program Manager Genie Azad, who informed her of the possibility of economic stimulus funding “earmarked for exactly the model” of the greenhouse project. Following Ms. Azad’s submission of a short description of the project, U.S. Department of Agriculture (“USDA”) representatives contacted Ms. Abowd to advise of their interest in the project. Two grant applications were subsequently submitted in the amounts of \$150,000 and \$100,000, respectively. Ms. Abowd advised that the subject greenhouse project is “the number one project in the State of Nevada and the western states for the USDA.”

Ms. Abowd discussed consideration given to an appropriate location for the greenhouse project, and advised that a rough estimate of costs “ranges between \$85,000 and \$120,000.” She described various designs, including “a structure with heating and cooling units, engineered plans, stationary benches, shipping, security fencing, interior elements for growing, labor, utilities, and permits. Ms. Abowd expressed the belief that the greenhouse project fits with the goals of the City’s comprehensive master plan. She advised of similar programs across the nation, and requested the Board of Supervisors’ endorsement of the project. She emphasized that no funding would be requested from the City, “just your support.”

Member Aldean expressed concern over consideration given to the Stewart Indian School as a possible location, and inquired as to the possibility of expanding the existing community garden on Beverly Drive. Ms. Abowd explained that the proposed greenhouse structure is 30' x 70', and advised of having been informed there is insufficient space at the existing community garden location. Ms. Abowd acknowledged having coordinated the project with local nurseries.

In response to a question, Ms. Abowd noted the importance of “starting small, but thinking big.” She explained that the structure being considered can be expanded. In response to a further question, she advised that the USDA funding would be allocated on a one-time basis. Other grant funding opportunities are being considered. Member Livermore cautioned against considering that the greenhouse will “feed the town,” and that an ongoing funding source will need to be identified. He expressed support for the project, and noted the importance of everyone understanding the inherent challenges. He suggested developing a lease agreement if the Board endorses the project to be developed on City property. In response to a question, Mr. Werner acknowledged the potential issues raised by Member Livermore and advised of having requested Ms. Abowd to provide the presentation prior to investing a great deal of staff time and prior to the Board’s endorsement.

Member Aldean requested Mr. Werner’s input with regard to sufficient personnel to provide assistance to the project. In response to a question, Mr. Werner expressed uncertainty as to whether the project is appropriately under the purview of the Redevelopment Authority. Member Aldean commended the concept, and applauded the effort invested thus far. She expressed concern over ensuring that “we are fulfilling a genuine need in the community.” She advised of a certain organization which receives “all of this bounty from people’s gardens” and it ends up spoiling and being wasted. She expressed support for the project as long as it is not a huge burden on staff.

Member Crowell expressed the opinion that the project would be more appropriately under the purview of the Board of Supervisors. He expressed support for the concept of community gardens, as a quality of life issue, and background information on his change of opinion over the years. In response to a question, Ms. Abowd advised that the federal grant funding will be allocated toward staff time.

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the March 19, 2009 Meeting

Page 3

DRAFT

(2:09:16) State of Nevada Buildings and Grounds Division Stewart Facility Liaison Teri Green-Preston expressed surprise over having received telephone calls this week regarding the “new community greenhouse to be located at Stewart.” She expressed concern that no one had included State representatives in development of the project. She advised of prescriptive deed restrictions at the Stewart Facility to designate it as an historic district. “The idea of a greenhouse that’s going to expand does not fit into that form.” Ms. Green-Preston listed other possible locations, and advised “had we been consulted we would have tried to direct it in that way and given our expertise.” As a member of the community, she expressed support for the project. Chairperson Williamson apologized for not having involved State representatives in development of the project, and assured Ms. Green-Preston that the oversight was “innocent.”

(2:11:55) Carson Water Subconservancy District Executive Director Ed James introduced Watershed Program Manager Genie Azad, and provided background information on the USDA grant. He explained the purpose of the grant funding to “hire people; ... to put people to work.” He offered to work together on the project. (2:13:20) Ms. Azad emphasized there are no guarantees associated with the USDA grant funding which is part of the stimulus package. She acknowledged the funding would hire eleven people and cover their salaries for a period of two years.

(2:14:10) Linda Marrone, a member of the Arts and Culture Coalition, discussed three other grant-funded urban markets in the community. She advised of having volunteered in the F.I.S.H. kitchen, and that “the majority of the food that is donated there from people’s gardens are stuff that they don’t eat.” She noted that funding had been allocated to the City’s Maximum Meltdown program, and suggested the greenhouse project represents an opportunity to help citizens without good jobs and health insurance.

Chairperson Williamson called for additional public comment; however, none was forthcoming. She noted the Board’s general support of the concept, and discussed the opportunity to work together as a community on the project. She thanked Ms. Abowd and the citizens for their attendance and participation.

25(B) ACTION TO RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$30,000 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE SUMMER CONCERT SERIES FOR SUMMER 2009, A 15-WEEK PROGRAM, MUSIC FOR ALL AGES, IN NUMEROUS FORMATS AT SEVERAL DIFFERENT VENUES THROUGHOUT DOWNTOWN, AS AN EXPENSE NECESSARY OR 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 EXPENSE; THE EXPENSE IS NEEDED TO ENSURE THE SUCCESS OF THE REDEVELOPMENT PLAN AND THAT THE AMOUNT OF THE EXPENSE TO BE GIVEN IS MINOR IN COMPARISON TO THE MONEY REQUIRED FOR THE OVERALL REDEVELOPMENT PLAN; and 25(C) ACTION TO RECOMMEND TO THE BOARD OF SUPERVISORS APPROVAL OF THE EXPENDITURE OF \$45,500 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE CURRY STREET PROMENADE FOR SUMMER 2009, A 15-WEEK PROGRAM, INCLUDING A SATURDAY MORNING FARMERS MARKET AND RELATED FAMILY ACTIVITIES ALONG CURRY STREET AND AT THE BREWERY ARTS CENTER, AS AN EXPENSE NECESSARY OR INCIDENTAL TO CARRYING OUT THE REDEVELOPMENT PLAN WHICH HAS BEEN ADOPTED BY THE CARSON CITY BOARD OF SUPERVISORS,

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the March 19, 2009 Meeting

Page 4

DRAFT

AND BASED UPON THE FINDINGS THAT THERE IS A CAUSAL CONNECTION BETWEEN THIS REDEVELOPMENT EFFORT AND THE NEED FOR THE EXPENSE; THE EXPENSE IS NEEDED TO ENSURE THE SUCCESS OF THE REDEVELOPMENT PLAN AND THAT THE AMOUNT OF THE EXPENSE TO BE GIVEN IS MINOR IN COMPARISON TO THE MONEY REQUIRED FOR THE OVERALL REDEVELOPMENT PLAN (2:17:23) - Chairperson Williamson introduced these items. Mr. McCarthy introduced Deputy Business Development Manager Tammy Westergard, and read prepared remarks into the record. Ms. Westergard reviewed details of the Curry Street Promenade activities, including the Saturday Farmers Market, children's activities, the family pop-up park, and musical presentations. Chairperson Williamson reviewed the pertinent agenda materials.

In response to a question, Ms. Westergard clarified that the City will not be covering lodging expenses. She explained that the costs the City is being requested to underwrite were indicated by an asterisk in the Business Plan included in the agenda materials. Mr. McCarthy acknowledged that sufficient funding is available in the redevelopment project area 1 revolving fund to cover the requested expenses in the current fiscal year. Mr. Benton acknowledged that the District Attorney's office reviewed the application materials, and expressed the belief that if the Redevelopment Authority and then the Board of Supervisors make the findings, as set forth in the agenda materials, the action will comply with the law. Chairperson Williamson expressed appreciation for Mr. Benton and Chief Deputy District Attorney Melanie Bruketta's assistance in developing the recommended motions. Member Aldean requested staff to provide a running balance for both redevelopment areas, and Mr. Werner agreed to do so.

In response to a question, Ms. Westergard described estimate formulas, field counts, and receipts used to determine event attendance. In consideration of the growth of sports tournaments in the community, Member Aldean noted that the bump in food and drink service revenues may not have been completely associated with downtown events. Chairperson Williamson discussed the importance of creating a synergy between tournament events and the downtown merchants and proprietors. Member Aldean noted the importance of credibility with those who have been critical of redevelopment in the past.

Ms. Westergard advised of having given careful attention to "everything that is different from the end of last May through February, as this whole effort has been a ... demonstration project." She noted that "in a lot of ways, everything that we've done since last May never before has been either so strategically orchestrated, hasn't had the promotional unity and outreach." The different mix of activities were designed to bring people to the downtown during periods of time when it's typically quiet, like on the weekend mornings and in the wintertime. Ms. Westergard further noted the importance of giving careful consideration to the accomplishments, based on the new variables represented by the mix of activities, and then consider the trends. "As we go forward, then there's a new norm that's been established." Ms. Westergard assured the Redevelopment Authority that there are no "illusions that this is a magic bullet or a solution to anything. ... The only thing we do know is something is better than nothing, and we're trying to give our community ... some options." In reference to his background and experience in the area of promotions and presentations, Mr. McCarthy noted the tendency to think in isolated terms regarding "your area and ... particular event." He advised that Ms. Westergard had created a mix of activities that is strategically impacting a larger area of influence. He noted the portability of the demonstration project which can be moved to other sectors of the community to help with revitalization and development of a coalition of business and property owners together. Member Aldean thanked Ms. Westergard and Mr. McCarthy for utilizing various venues and for varying the musical selections.

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the March 19, 2009 Meeting

Page 5

DRAFT

Member Livermore commended the documentation pertinent to these agenda items. He referred to the objectives outlined in the Redevelopment Plan for Project Area No. 1, dated February 6, 1986, a copy of which was included in the agenda materials. He read objective 313 into the record, and questioned the validity of the applications included in the agenda materials from the Office of Business Development. He further questioned the assertion in said applications that “there are no other means of reasonable funding” and no other available operators. He advised of having been unable to find any report on the results of last year’s events. He questioned the source of the estimated costs outlined in the Business Plan included in the agenda materials. He expressed concern over the City “insuring the events,” as stated at page 11 of the Business Plan. He reviewed the costs, in the Business Plan, proposed to be covered by the Redevelopment contribution, and advised that the figures don’t calculate to the \$45,000 requested. He expressed reluctance over approving the request based on the unreliability of the Business Plan, and no indication of a successful “track record of what you’ve done in the past two events.” He expressed the belief that there will be “some red ink” associated with the ice rink. He questioned the answers given to the possibility of the proposed events becoming self-supporting and the method by which the results will be measured.

Member Walt suggested that the only lack is the non-profit organization to continue the events. She further suggested that event success is “gauged by foot traffic,” and increases in business receipts. She discussed the positive community experience generated by the events, and suggested that issues arise “whenever we put a stamp that is from Redevelopment.” She described the proposed events as a “gleam of hope” for the community in the current economic situation, and expressed the opinion that promoting “that gleam of hope” is the responsibility of the public officials. She discussed the free events provided for the children, and the opportunities for public performance by the community’s youth. She expressed the hope that the events would be considered as a benefit to the whole community. She acknowledged the possibility that the ice rink may not have generated a profit, but expressed concern over discontinuing the event “because of who may be presenting it.” She suggested that, as public officials, careful consideration should be given to the community’s response to the events.

Mr. McCarthy expressed appreciation for the salient points offered by Member Livermore, and acknowledged that the proposed events are being facilitated from the Office of Business Development as “a labor of love.” He discussed the intent, however, of transitioning “this into what could potentially be a really dynamite organization long-term ...” Member Livermore didn’t disagree, but reiterated the question over whether promoting the events is a function of general government. Mr. McCarthy advised of having considered the question, and of having submitted the application by the Office of Business Development as a “facilitator of a group of both businesses and entities making a ... joint application.” He discussed an example of a production for which he applied for grant funding. He advised of having been as conservative as possible in the grant application, “recognizing that ... staff is asking [the Redevelopment Authority] to bite off about twenty percent of what we estimate the overall cost and value is.” In-kind costs are always included in a grant application. Mr. McCarthy advised that the budget is an estimate, with the expectation that there will be “customers in the door.” He acknowledged that a report should be provided to the Redevelopment Authority for the downtown events. He agreed with Member Walt that the events had a “visceral impact on this community.” He reviewed details of the successful downtown events “because of the relationship that we had with all of the businesses and ourselves getting that done.” He expressed the opinion that “if we do this well and we keep raising the bar, we’re going to ensure that we’re going to see an impact and we’re going to see a return on our investment, both in economic impact, meaning cash registers ringing throughout that area, but also maybe some extra food and beverage tax that come to us also.” He acknowledged the importance of “getting better at measuring that.” He further

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the March 19, 2009 Meeting

Page 6

DRAFT

acknowledged that the ice rink “didn’t hit the numbers we expected,” but advised that they were goals. “Again, the visceral and tangible impact of the ice rink, we think, ... at least weighs evenly if not outweighs the ... immediate cost.” Mr. McCarthy discussed the intent to “get out of this presentation business. ... We want to transition it ... to an entity that’s good at it.” Stepping back would mean “going back to the kinds of entities that didn’t do it very well and didn’t attract the right kind of customers downtown and didn’t have an economic impact on our community.” Mr. McCarthy expressed support for the suggestion to have a third-party measure results.

In response to a previous question, Ms. Westergard reviewed the estimated costs outlined in the Business Plan. In consideration of the total cost of \$443,640 “to put up 70 events over sixteen weeks concurrently from June through October,” she noted the importance of the entire community understanding that “these things don’t just happen.” She discussed the volunteer component associated with the proposed events, and advised that sponsorship packages will be developed to “bring back cash money to the effort to offset what some of the total cost is.” She noted the importance of securing the Redevelopment Authority’s support prior to soliciting sponsorships. She expressed confidence in the documentation, and appreciation that Member Livermore had reviewed the 1986 Redevelopment Plan. She expressed pride in the adopted Redevelopment Plan in that it represents the hard work, effort, and “dreams for the community” of those involved in redevelopment at the time. The direction of the 1986 Redevelopment Plan propels her to invest her “sweat equity” in the events. She invited any of the Redevelopment Authority members to join her, on a daily basis, to ensure she’s “doing it to their satisfaction.”

In response to a question, Mr. McCarthy advised that the Business Development Action Plan, included in the agenda materials, was developed as part of the comprehensive master planning process. At Mayor Crowell’s request, he read into the record Strategy / Action 5.1f. Mayor Crowell requested Mr. McCarthy to keep this strategy / action in mind during the next meeting as a “helpful hint.” In response to a question, Chairperson Williamson noted the presence in the meeting room of two redevelopment authority citizens committee (“RACC”) members. She advised that the RACC resolution provides for committee review of incentive program applications. Mayor Crowell expressed support for downtown events, and noted the importance of “equality of opportunity and citizen input.” In response to a question regarding citizen input received on the subject applications, Mr. McCarthy listed the 1986 Redevelopment Plan, the 2002 Economic Vitality Strategic Plan, and the 2004 comprehensive master plan. He referred to the presentation to the Redevelopment Authority by the Downtown Consortium, provided in October 2008, which expressed continued citizen support of a variety of downtown special events and activities. Mayor Crowell clarified that his question was relative to the subject applications, and discussed the importance of ensuring that the citizens understand there is a process which is being followed. Mr. McCarthy advised of having been involved, as a citizen and now as a public employee, in redevelopment activities since 1992. He noted the “variety of both plans and studies that have engaged the community, with vigor, over those many years.” He advised that the community has consistently indicated a desire for City support of “strategically-designed, business-related ... events coordination in the downtown.” He advised that, at the time she was hired, Ms. Westergard was requested to conduct research as to the community’s direction over the years.

Chairperson Williamson discussed attempts to establish redevelopment policies and procedures over the years, the most recent attempt beginning in July 31, 2008 and spanning to February 19, 2009. She advised that the District Attorney’s staff is now involved in drafting policies and procedures. “In the meantime,” she advised “the clock has run out in terms of” planning the downtown events. Chairperson Williamson expressed support for giving consideration to the groups and individuals responsible for reviewing policies

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the March 19, 2009 Meeting

Page 7

DRAFT

and procedures, but requested the Redevelopment Authority to make a decision at this meeting with regard to the subject applications. Member Aldean noted that Mr. Benton had acknowledged review of the applications. She further noted previous discussion with regard to amending the RACC bylaws to provide for purview over special events. She expressed understanding for the sense of urgency associated with planning the downtown events, but noted the importance of establishing procedures in consideration of redevelopment having been the subject of criticism. She noted the importance of credibility, and expressed appreciation for the time and effort invested by Ms. Westergard and Mr. McCarthy. She expressed support for “post-mortem” reports on the events, “not only in terms of attendance but in terms of what we actually spent.” She suggested including contingency funding in future applications, and the need to be more sensitive to documentation in the future.

In response to a previous question, Mr. McCarthy reiterated an understanding of “the history of our communication with our citizenry.” He referred to the comprehensive master plan and the downtown planning charrette, held one year later, as examples of methods by which citizen input has been received. He advised that the Office of Business Development website receives “over 1,500 hits a week” and that Ms. Westergard has solicited input from the business community relative to downtown events. He further advised that the RACC was, “in a partial way,” engaged in the planning of the first demonstration project. He advised that Business Development staff will continue to converse with the business community, and expressed a willingness to “continue to try to do even better ...”

Chairperson Williamson opened this item to public comment. (3:19:35) Charlie Abowd expressed an interest in “reminding everybody on the board here what everybody’s responsibilities are.” He described the current struggle of business owners. He advised of having been “outside of the redevelopment,” and that he is now “on the inside.” He noted the “defined mission statement” of the Redevelopment Plan. He advised of a familiarity with the background of “a lot of the confusion, hard feelings, misconceptions, fiscal responsibility questions,” and expressed understanding for the same. He expressed support for fiscal responsibility and an interest in knowing how funding is being allocated. He reminded everyone that the “responsibility of the Redevelopment Authority is to create a business environment that allows people to want to be downtown and, in turn, want to be in Carson City.” He further reminded everyone that “downtown Carson City is part of the greater Carson City area. So, what’s good for one area is certainly good for the rest.” He expressed support for sports tournaments, and discussed the associated benefits to downtown business owners. He provided background information on the purchase and renovation of Adele’s Restaurant, including a redevelopment incentive program allocation. Although he does not receive any direct benefit, he discussed support for the downtown events and activities. He expressed the opinion that the downtown events helped downtown businesses and restaurants “make it through a very, very cruel winter.” In reference to earlier comments, he discussed the importance of synergy between the downtown events and business and restaurant success. He discussed the importance of the Firkin and Fox project to revitalize a “dying downtown.” He noted the amount of work left to be done by downtown redevelopment. He expressed concern over a “dysfunctional relationship that seems to be getting in the way of getting a job done.” He acknowledged the responsibility of the Redevelopment Authority to ensure an understanding of fiscal responsibility, but noted the importance of ensuring “we have dollars to count.” Chairperson Williamson thanked Mr. Abowd for his attendance and participation.

(3:30:41) Carson Nugget General Manager Star Anderson discussed the beautiful “aura” created by the ice rink, and the opportunity for an alternative activity for young people. She discussed the “wonderful” experience working with Ms. Westergard, and noted the financial investment by the Carson Nugget in the

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the March 19, 2009 Meeting

Page 8

DRAFT

ice rink. She noted that “success breeds success,” and expressed support for downtown activities. Chairperson Williamson thanked Ms. Anderson for her comments.

(3:33:14) Jim Phalen, of Firkin and Fox, advised of having moved to Carson City in 1989 and of having no recollection of summertime downtown events. He discussed the draw created by Firkin & Fox and Doppelganger’s from Reno and Lake Tahoe. He noted the “gravity” created by downtown events, and discussed the importance of creating a business improvement district. He anticipates exponential increases in participation with each year of continued downtown events. He expressed concern over not going forward with the downtown events.

Member Livermore advised of having been in the restaurant business in the 1980s and 1990s, and of having promoted summer car club events independent of outside financial support. Mr. Phalen agreed that it is each business owner’s responsibility to oversee their operations. He advised of having allocated a great deal of Firkin & Fox profit for the Fridays at Third Street events, and thanked redevelopment for assisting with the “stage and the port-a-potties.” He expressed first-hand understanding for the “financial constraints and costs in doing these events.” Chairperson Williamson thanked Mr. Phalen for his comments.

(3:38:25) Carson City Convention and Visitors Bureau Executive Director Candace Duncan advised of having served in her current position for nearly 19 years. She discussed her experiences with her grandchildren at last year’s downtown events, being able to promote the downtown events to visitors and potential visitors, and the compliments received from colleagues in other communities. She described Convention and Visitors Bureau promotion of the downtown redevelopment events. She expressed support for continuing the momentum, and confidence that details can be worked out. She thanked Firkin & Fox for their flowers “because that really started a ... catalyst of making our downtown be something we can be proud of. Now that the heart of our community is like this, it can radiate out to all the other neighborhoods in town.” Chairperson Williamson thanked Ms. Duncan.

(3:40:57) High Sierra Food and Beverage Marketing Director John Butler advised of having been born and raised in Carson City. He agreed with earlier comments that there wasn’t ever much to do in Carson City for young people, and suggested that the City has always been searching for an identity. “No matter what that ends up becoming, a vibrant downtown ends up being ... like the heart that pumps blood, in this case dollars, to the rest of the City.” He discussed his responsibility, at the Firkin & Fox, to create the perception, and expressed the opinion this is “what we’re trying to do with the downtown area. We’re trying to give a new perception to what Carson City is.” In reference to previous comments, he advised that the Phalens are “injecting some more money into promoting that [the Firkin & Fox] has something going on every weekend.” He discussed the bagpipe group hired by the Firkin & Fox for St. Patrick’s Day. He expressed agreement with fiscal responsibility and accountability, and with Mr. McCarthy’s earlier statement that, although the Office of Business Development wants to transition these events to another operator, they’re good at it. “More importantly, they’re doing it.” Mr. Butler expressed the hope that a business improvement district will be formed in the future, “but for right now, [the Office of Business Development] is the catalyst, the go-between.” He expressed support for the downtown events. Chairperson Williamson thanked Mr. Butler.

(3:45:25) Local’s Barbecue Owner Ralph Swagler discussed the need for promoting redevelopment area no. 2, and noted that “again today, all we’ve heard about is downtown, downtown, downtown ...” He expressed support for the downtown events, but reiterated the need to promote events in other parts of

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the March 19, 2009 Meeting

Page 9

DRAFT

town. He agreed with earlier comments regarding the ongoing struggle to maintain businesses in the current economic climate. He expressed appreciation for Member Aldean's and Mr. McCarthy's comments relative to redevelopment area no. 2, and assured the Redevelopment Authority that the business owners in the southern portion of town will "do whatever we can to organize the merchants ... to help generate more revenue for the City." Chairperson Williamson thanked Mr. Swagler for his comments. Ms. Westergard advised of a creative direction in mind for redevelopment area two.

(3:48:37) Jed Block thanked the Redevelopment Authority and the Office of Business Development staff for their hard work and investment of time. He discussed the role of the Downtown Business Association in the wine walk events, and his participation in downtown events. Chairperson Williamson thanked Mr. Block for his comments.

Chairperson Williamson called for additional public comment; however, none was forthcoming. Member Aldean suggested part of the problem is "throwing barbs at the applicant as opposed to the project" in that there may be a sense of incongruity between the events and the focus of redevelopment. In reference to the 1986 Redevelopment Plan, she noted that much of it was focused on infrastructure improvement. She suggested moving in the direction of implementing the downtown Carson City vision as quickly as possible, and the possibility of beginning a request for proposals process to solicit event promoters and organizers to take over the downtown events planning. She suggested considering a cross-marketing approach between the two redevelopment districts. She acknowledged the impending time lines associated with organizing the downtown events, the difficult economic times, and the importance of keeping merchants in business. Chairperson Williamson entertained a motion. **Member Aldean moved to recommend to the Board of Supervisors the approval of the expenditure of \$30,000 from the revolving fund for the redevelopment agency to support the summer concert series for summer 2009, a fifteen-week program, music for all ages, in numerous formats at various venues throughout the downtown, as an expense necessary or 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, which 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; funding source is Redevelopment Authority annual budget for special events associated with redevelopment area number one. Member Crowell seconded the motion.** In reference to his earlier comments, Member Livermore advised, "It's not about the event." He expressed a problem with the Redevelopment Authority's role in the special events, and concern over "public money and how it's appropriated and accountability." Chairperson Williamson called for additional comments and, when none were forthcoming, a vote on the pending motion. **Motion carried 4-1.**

Chairperson Williamson entertained a motion for item 25(C). **Member Aldean moved to recommend to the Board of Supervisors approval of the expenditure of \$45,500 from the revolving fund for the redevelopment agency to support the Curry Street Promenade for summer 2009, a 15-week program, including a Saturday morning farmer's market and related family activities along Curry Street and at the Brewery Arts Center, as an expense necessary or 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, which 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**

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the March 19, 2009 Meeting

Page 10

DRAFT

redevelopment plan; funding source is the redevelopment annual budget for special events pertinent to redevelopment area number one. Member Crowell seconded the motion. Motion carried 4-1.

26. ACTION TO ADJOURN (4:01:08) - Chairperson Williamson adjourned the Redevelopment Authority.

The Minutes of the March 19, 2009 Carson City Redevelopment Authority meeting are so approved this _____ day of April, 2009.

ROBIN L. WILLIAMSON, Chair

ATTEST:

ALAN GLOVER, Clerk - Recorder