

Item #24c

**City of Carson City
Agenda Report**

Date Submitted: July 28, 2009

Agenda Date Requested: August 6, 2009

To: Redevelopment Authority

Time Requested: 10 minutes

From: Office of Business Development

Subject Title: Action to approve and recommend to the Board of Supervisors the adoption of a Resolution authorizing the expenditure of funds from the Revolving Fund for the Redevelopment Agency for request made by the Downtown Business Association for a \$5,000 annual stipend in support of on-going activities, with the Redevelopment Authority finding that this is an expense necessary or incidental to the carrying out of the redevelopment plan.

Staff Summary: On July 6, 2009, the Redevelopment Authority Citizens Committee (RACC) recommended approval of \$5,000 of annual funding in support of the various activities managed by the Carson City Downtown Business Association. This annual funding correlates with the objectives of our redevelopment plan as a benefit to the redevelopment area in support of business retention, tax revenue generation and a community enhancement.

Type of Action Requested: (check one)
☒ Resolution ☐ Ordinance
☐ Formal Action/Motion ☐ Other (Specify)

Does This Action Require A Business Impact Statement: ☐ Yes ☒ No

Recommended Board Action: I move to approve and recommend to the Board of Supervisors their consent a request made by the Downtown Business Association for a \$5,000 annual stipend in support of on-going activities, with the Redevelopment Authority finding that this is an expense necessary or incidental to the carrying out of the redevelopment plan.

Explanation for Recommended Board Action: With funding assistance, the applicants will pursue the continued improvement of its special events activities within the central hub of our downtown, redevelopment district. The incentive funding will give the Association the necessary financial support to grow its organization by stimulating additional interest and support for Downtown businesses.

Applicable Statue, Code, Policy, Rule or Regulation: NRS 279.628

Fiscal Impact: \$5,000

Explanation of Impact: \$5,000 from redevelopment's annual budget

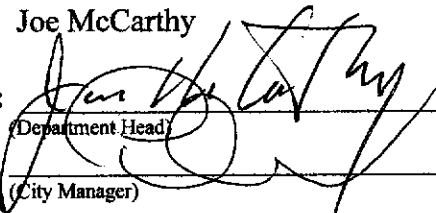
Funding Source: Redevelopment budget

Alternatives: Provide other direction

Supporting Material: Material provided by the applicant

Prepared By: Joe McCarthy

Reviewed By:

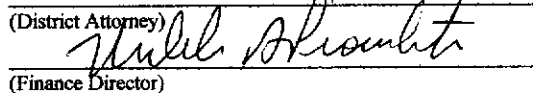

(Department Head)

Date: 7-28-09

Date: 7/28/09


(City Manager)

Date:


(District Attorney)

Date: 7/28/09

(Finance Director)

Board Action Taken:

Motion: _____

1) _____

Aye/Nay

2) _____

(Vote Recorded By)



July 2, 2009
Carson City Office of Business Development
Mr. Joe McCarthy
Director, Business Development
201 North Carson Street, Suite #2
Carson City, NV 89701

Dear Mr. McCarthy:

As representatives of the Downtown Merchants Association, AKA Downtown Business Association (DBA) we are submitting a request for annual underwriting from the Redevelopment Authority. The DBA is actively promoting the local businesses within our organization and our community.

As small business owners, we are acutely aware that the heart of a community must be vibrant and prosperous. We have introduced many successful events to the downtown area which promote visitors and revenue within our businesses. As Carson City continues to grow the DBA will work in conjunction with other organizations and planned events within our community to capitalize on marketing dollars that have already being invested.

This strategy is fiscally mindful and creates uniform events in our community. We have funded local advertising with newspapers, television and prominently placed bill boards. We have heavily promoted the Wine Walk and Beer Crawl through print advertisement which, has brought an average of over 175 visitors per month to local businesses. The key element is having individuals walk through the doors of Downtown businesses so that they can see the variety of services and retail shops we have to offer. We also provide carriage rides to residents and visitors throughout downtown during local events which lends itself to the charm of our community.

We have created a "passport" which acts as a map and "what's downtown" guides to visitors from outside of the area. These are being given, at no charge, to area businesses so that they have material to enhance their own marketing efforts. While advertising is essential so is the quality of events that we produce. If a patron attends a family extravaganza with limited entertainment or attractions they are less likely to attend future events.

We believe that strategically placed events throughout the year will bring traffic to Downtown Carson City in the off season. We are currently working to expand our calendar of events which can only be done with additional funding. While the Wine Walk and Beer Crawl are successful projects, we hope to incorporate family events and attractions within our corridor to broaden the visitor base.

We will utilize Redevelopment funds for the following: marketing, destination advertising, events coordination with incidental costs and other expenses to help promote commerce and visitors to Downtown Carson City. Infrastructure improvements will be facilitated outside of these funds and in collaboration with the City of Carson and the Redevelopment Authority

The DBA is requesting an annual underwriting of \$5,000. This translates into approximately \$416 per month and \$400 per month can go a long way with creative planning. As entrepreneurs we ask for your ongoing support as we continue to bring successful events to Downtown and reinvest in our community for the great good of Carson City.

Sincerely,

Lenny Chappell
President
Platinum Plus

Heather Ware
Vice President
Ware Consulting, Inc.

Renee Plain
Secretary
Nevada Appeal

Amy McCreedy
Treasurer
Capital Dance Shoppe

cc: Kelly Brant, Carson Nugget, Board Member
Kristy Servati, Horseshoe Club, Board Member
Rhonda Doyle, Cactus Jack's, Board Member
John Butler, Firkin & Fox, Board Member at Large



Calendar of Events:

1st Saturday of each Month DBA hosts the Wine Walk

3rd Saturday of each Month DBA hosts the Beer Crawl

Ongoing events which focus on families are planned for the remainder of the year.

Date	Event
Saturday July 4 th	4 th of July Wine Walk Extravaganza
Beginning in July	Food Vendors, misters and tents at Telegraph on Saturdays to compliment the Farmers Market and Pop-up Park at the Brewery Arts Center
Friday August 21 and Saturday August 22	Carson City Coin Show at the Nevada State Museum. We wish to participate in the "coin" scavenger hunt and have businesses in the surrounding area provide coins to children. A map will be available at the show with "fun facts" about rare coins. The Downtown Coin Store will offer the "grand" prize for all children/adults that complete the scavenger hunt.
	Work with the Historical Society to get a Garden Tour that weekend.
Saturday September 5 th	Labor Day Wine Walk Extravaganza
Saturday September 18 th	Produce Event that will compliment and support October Fest for the Carson City Library. Library Board of Trustee's is working with JAC to get people around Carson City that day.
Saturday October 1 st	10 year anniversary of Telegraph Square. Wish to close Telegraph from Nevada to Curry and host all fair for all the Non-profit Organizations in Carson City. This is a wine walk day and our hope is to provide exposure to many struggling agencies.
November	Harvest Fest Family Extravaganza
December	Carriage Rides with Santa

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A meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 6:00 p.m. on Monday, July 6, 2009 in the Carson City Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Vice Chairperson Shelly Aldean
Member Jed Block
Member Gary Cain
Member Mike Cowan
Member Stan Jones
Member Dan Neverett

STAFF: Joe McCarthy, Business Development Manager
Dan Doenges, Senior Transportation Planner
Jano Barnhurst, 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 (6:00:21) - Chairperson Williamson called the meeting to order at 6:00 p.m. Roll was called; a quorum was present. Member Valenti was absent.

B. ACTION ON APPROVAL OF PREVIOUS MINUTES - (6:00:49) - Member Neverett moved to approve the minutes of the February 11, 2009, and April 6, 2009 meetings as written. Member Cain seconded the motion. Motion carried 6-0.

C. MODIFICATION OF THE AGENDA (6:01:25) - None.

D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (6:01:38) - None.

E. DISCLOSURES (6:01:55) - None.

F. PRESENTATION BY CITY TRANSPORTATION STAFF REGARDING POSSIBLE DOWNTOWN WAYFINDING SIGNAGE STRATEGIES (DISCUSSION ONLY) (6:02:13) - Chairperson Williamson introduced the item and Mr. Doenges reviewed the staff report which is incorporated into the record. He discussed that what RACC is looking for comes down to a matter of funding and aesthetics. Fourteen locations were chosen and he identified which signs are more map oriented. He explained that most wayfinding signage uses a combination of map and written directions with an arrow pointing in a particular direction. Cost is approximately \$750 to \$2,000 per sign depending on the type and there is a wide range based on style and taste. The hope is to generate ideas to see how much everyone would want to invest in this type of project and a lot is based on what can be done in-house

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regarding installation and best locations to place the signs. Maintenance should involve only an occasional cleaning. Some styles can be set up to change the map image for updating needs and seasonal events. In response to a series of questions, Mr. Doenges replied that he was focusing on pedestrian wayfinding. Parking is generally vehicular type signs and most municipalities have some of both that work in tandem with each other. He didn't include examples of parking signs but they can be explored in the future. He included in the cost estimate the map type sign at parking locations which is a directional sign to the parking lot and a map style sign to direct from there. He hasn't researched tag resistant materials, but will check with Public Works for recommendations. The style of the sign drives the cost; the map style is approximately \$2,000 and the directional style is about \$900 per sign with illuminated signs an additional \$600-\$700. Trailblazer signs are more for pedestrian traffic. Member Jones suggested placing two or three signs on Curry Street and suggested the locations of William and Curry; 5th and Curry; and Robinson and Curry; which could direct traffic in both directions. In response to another series of questions, Mr. Doenges replied that he plans to be consistent with the brand color scheme and logo but it would be up to the RACC as to how much of the design would be incorporated. In-house capabilities can handle a flat blade sign as opposed to a trailblazer sign as they require more decorative elements and sign manufacturers specializing in custom signs have more available to them. A couple of sign companies in Carson City may have the capabilities to do it. Chairperson Williamson sought direction from the RACC as to their preference of one or two sided signs or wrought iron vs. metal. Member Cain advised that stainless steel has a lot of advantages and resists tagging. It has a higher initial cost but would be a lot cheaper to deal with in the long run. It can also be etched and is nearly indestructible. Member Neverett opined that a stainless steel approach would be inconsistent with the look of downtown in terms of the wrought iron fence that has a more traditional look. Chairperson Williamson thanked Mr. Doenges for his assistance and presentation. She asked for some sample designs which would also give a better idea of the economic situation. Member Jones requested examples of both in-house and decorative blade signs. Chairperson Williamson suggested meeting with Mr. McCarthy and Ms. Duncan to discuss incorporating branding. Member Aldean thought it looks great. Chairperson Williamson asked that the item be added to the next meeting agenda.

G. DISCUSSION AND POSSIBLE ACTION ON A RECOMMENDATION TO THE RDA TO FUND A REQUEST BY THE CARSON CITY DOWNTOWN BUSINESS ASSOCIATION FOR AN ANNUAL UNDERWRITING STIPEND OF FIVE THOUSAND DOLLARS (\$5,000.00) IN SUPPORT OF THE ASSOCIATION'S VARIOUS ACTIVITIES (6:18:04) - Chairperson Williamson introduced this item and Mr. McCarthy read a letter from the Downtown Business Association (DBA) which is incorporated into the record. Chairperson Williamson invited anyone from the DBA to approach. Nicole Block advised that she is a member of the DBA, members pay annual dues, and they have put a lot of money from the wine walk and beer crawl to 're-up' on the glasses that are purchased in order to participate. The wine walk is the first Saturday and the beer crawl is the third Saturday of every month and both have grown tremendously, are very positive and good events to bring people downtown. Chairperson Williamson commented that it is private business using their own funds to create these events and the stipend would be a supplement to ongoing financial matters but not their sole source of income. Member Jones disclosed that he, Member Block and Member Cain are all members of the DBA. Member Block advised that they charge \$10 for the beer crawl and wine walk and the money goes into advertising. They usually sell about 100-175 glasses per event. The Horseshoe Club obtained a grant to pay for most of the passport and they're also using the Chamber of Commerce's billboard which the DBA has paid for as well. They've been very

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creative in trying to find revenue sources. In response to a question, Member Jones replied that the current budget is very limited and most of it goes into advertising. The passport is a very professional piece of material and lists all of the downtown businesses on Curry and Main Streets. In response to a question, Mr. McCarthy replied that there is an annual budget that provides underwriting for small organizations to help them put on an event or help with their operational activities and it has been done for many years. A small amount of public dollars can leverage a lot of private investment and help beef up not only their activities but reaching out for additional grants. "There's nothing better than putting in a grant application with public support and the City backing you." Chairperson Williamson commented that if an application is needed, RACC can work with the DBA for submission to RACC and the Redevelopment Authority (RA) for final action. A paper trail can be established if necessary. In response to a question, Mr. McCarthy replied that funds are available for the grant. In response to a question, Chairperson Williamson replied that the request is on a continuing basis and is included in the downtown redevelopment authority's budget every year which operates on a July 1 to June 30 fiscal year. She then asked for public comment and seeing none, entertained a motion. **Member Cowan moved to grant the request for a one year basis with a report by someone next year as to how the funding has been used, what the success was, and exactly where the funds went before we grant \$5,000 in perpetuity. Member Neverett seconded the motion.** Chairperson Williamson advised that the budgeting process is in February/March which will allow an opportunity for review. **Motion carried 6-0.**

H. DISCUSSION AND POSSIBLE ACTION TO APPOINT A VICE CHAIR TO THE RACC (6:29:18) - Chairperson Williamson introduced the item and advised that Shelly Aldean is the Vice Chair of the RA. Vice Chairperson Aldean advised that she became Vice Chair of the RACC by default. She expressed the importance of having a citizens' committee independent of the RA because they should be deliberating independently, coming forward with recommendations based on expertise, and providing the RA with guidance as members of the community at large and business community in the downtown redevelopment area. She expressed her willingness to step aside and noted the importance of having a member of the RACC serve in this capacity. Chairperson Williamson called for nominations of Vice Chairperson of RACC. Mr. McCarthy commented that a function of the Vice Chair is to chair a meeting in the event the Chairperson is unable to do so. **Vice Chairperson Aldean nominated Stan Jones as Vice Chairperson. Member Cain seconded the nomination. Motion carried 6-0.**

I. ADJOURNMENT (6:31:41) - Chairperson Williamson entertained a motion for adjournment. Member Cain moved to adjourn the meeting at 6:31 p.m. The motion was seconded and carried unanimously.

The Minutes of the July 6, 2009 Carson City Redevelopment Authority Citizens Committee meeting are so approved this _____ day of August, 2009.

ROBIN L. WILLIAMSON, Chairperson

RESOLUTION NO. _____

A RESOLUTION AUTHORIZING THE EXPENDITURE OF \$5,000 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY FOR THE DOWNTOWN BUSINESS ASSOCIATION IN SUPPORT OF ON-GOING VARIOUS ACTIVITIES AS AN EXPENSIVE NECESSARY OR INCIDENTAL TO CARRYING OUT THE REDEVELOPMENT PLAN.

WHEREAS, pursuant to NRS 279.628, the Carson City Board of Supervisors must approve by resolution, adopted by a two-thirds vote, the expenditure of money from the Revolving Fund for the Redevelopment Agency for any expenses necessary or incidental to the carrying out of the Redevelopment Plan adopted by the Carson City Board of Supervisors; and

WHEREAS, the Redevelopment Plan for Redevelopment Project Area No. 1 encourages redevelopment assistance for daytime and evening special events and promotional activities and the highest level of recreational opportunities for residents and visitors of all age levels and thus, there is a casual connection between the redevelopment effort and the need for this expenditure; and

WHEREAS, the incidental expense is minor compared to the funds needed for the overall Redevelopment Plan.

NOW, THEREFORE, BE IT RESOLVED that the Carson City Board of Supervisors hereby authorizes the expenditure of \$5,000 from the Revolving Fund for the Redevelopment Agency for the support of the on-going activities of the Downtown Business Association.

Upon motion by Supervisor _____, seconded by Supervisor _____, the foregoing Resolution was passed and adopted this _____ day of _____, 2009 by the following vote:

AYES: _____

NAYS: _____

ABSENT: _____

ABSTAIN: _____

Robert Crowell, Mayor
Carson City, Nevada

ATTEST:

Alan Glover, Clerk
Carson City, Nevada