

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the November 16, 2010 Meeting

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A meeting of the Carson City Redevelopment Authority was held during the regularly scheduled Board of Supervisors meeting, on Tuesday, November 16, 2010 in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Vice Chairperson Shelly Aldean
Member Robert Crowell
Member John McKenna
Member Molly Walt

STAFF: Larry Werner, City Manager
Alan Glover, Clerk - Recorder
Neil Rombardo, 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 part of the public record. These materials are available for review, in the Clerk's Office, during regular business hours.

20. CALL TO ORDER AND ROLL CALL (11:29:12) - Chairperson Williamson called the Redevelopment Authority to order at 11:29 a.m. A quorum was present.

21. ACTION ON APPROVAL OF MINUTES - October 21, 2010 (11:29:27) - Vice Chairperson Aldean noted a correction to item 16(D), and **moved to adopt the minutes, as amended. Member Crowell seconded the motion.** Chairperson Williamson entertained public comment and, when none was forthcoming, called for a vote on the pending motion. **Motion carried 5-0.**

22. OFFICE OF BUSINESS DEVELOPMENT

22(A) ACTION TO CONSIDER AND MAKE A RECOMMENDATION TO THE BOARD OF SUPERVISORS REGARDING A REQUEST FOR THE EXPENDITURE OF \$2,500 FROM THE REVOLVING FUND OF THE REDEVELOPMENT AGENCY TO SUPPORT THE ANNUAL PRODUCTION OF THE PINKERTON BALLET THEATRE'S ANNUAL NUTCRACKER BALLET, 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 (11:30:15) - Chairperson Williamson introduced this item, and Planning Division Director Lee Plemel reviewed the agenda materials. Member Walt disclosed she is President of Pinkerton Ballet Theatre, and advised that she would abstain from discussion and action on this item.

Chairperson Williamson noted that Pinkerton Ballet Theatre representatives were present in the meeting room, and entertained questions or comments. When none were forthcoming, she entertained a motion. **Member Crowell moved to approve and recommend to the Board of Supervisors approval of the**

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expenditure of \$2,500 from the revolving fund for the Redevelopment Agency to support the annual production of Pinkerton Ballet Theatre's Nutcracker Ballet, 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 the 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. Vice Chairperson Aldean seconded the motion. At Chairperson Williamson's request, Denise Gillott, representing Pinkerton Ballet Theatre, reviewed the performance schedule and ticket availability. Chairperson Williamson entertained public comment and, when none was forthcoming, called for a vote on the pending motion. Motion carried 4-0-1, Member Walt abstaining.

22(B) ACTION TO CONSIDER AND MAKE A RECOMMENDATION TO THE BOARD OF SUPERVISORS REGARDING A REQUEST FOR THE EXPENDITURE OF \$7,550 FROM THE REVOLVING FUND OF THE REDEVELOPMENT AGENCY TO SUPPORT THE SILVER AND SNOWFLAKES HOLIDAY TREE LIGHTING AND ORNAMENT PROGRAM, 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 (11:33:54) - Chairperson Williamson introduced this item, and Mr. Plemel reviewed the agenda materials. Chairperson Williamson advised that the Redevelopment Authority Citizens Committee's ("RACC") recommendation to allocate \$5,050 will cover the Silver and Snowflakes event scheduled for December 2nd.

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Chairperson Williamson invited Fred and Maxine Nietz, of the Arlington Group, to the podium, and provided background information on the ornament program. (11:36:34) Ms. Nietz provided background information on the Silver and Snowflakes event, and reviewed details of this year's program. She reviewed the ornament program, listing the various depictions over the years. She advised of having combined the Silver and Snowflakes event and the ornament program into a single application, "at the recommendation of [Office of Business Development Manager Joe] McCarthy." She expressed uncertainty as to the RACC's recommendation which left out compensation for the ornament program.

Vice Chairperson Aldean commended the ornament program, but noted that "the last time we made a profit was in 2008. We've actually lost money in the last two years." In consideration of the RACC's recommendation, Vice Chairperson Aldean requested staff to work with the Nietzes to "formalize the arrangement, not only for the production of the ornament but for the distribution and sale. ... maybe we can bring that profit margin up and then negotiate with them some sort of compensation based on a percentage of the net." She advised of having discussed the concept with Ms. Nietz by telephone yesterday. Chairperson Williamson reviewed the method by which the ornament program is marketed and the ornaments sold. She advised that the ornament program is funded separately from the Redevelopment Authority revolving fund.

(11:42:57) Mr. Nietz advised of having discussed, on several occasions, the need to market the ornaments more aggressively. He suggested assembling commemorative sets and newspaper advertising, as possibilities. Mr. Nietz acknowledged having participated in the ornament program, as a volunteer, over the past eight years. He further acknowledged having decided he wanted to be compensated as of this year. Member McKenna inquired as to the basis for the RACC's recommendation to not approve compensation for the ornament program. Mr. Nietz stated that Mr. McCarthy had suggested, "No one works for free," and for the Nietzes to "roll this in to the Christmas tree lighting program." Mr. Nietz advised of having submitted the application in August. He suggested that including the request for compensation with the Silver and Snowflakes application is "what caused the problem." Member McKenna inquired as to whether Mr. Nietz would continue to participate in the ornament program if not compensated this year. Mr. Nietz stated, "I'll think twice about it ...". Vice Chairperson Aldean advised of the understanding that the RACC members had a problem with compensating the Nietzes retroactively for their past participation in the ornament program. She reiterated the suggestion to consider reorganizing the process. In response to a question, Mr. Nietz stated that the requested \$2,500 "is a one-shot situation ... for the past and then going forward, we'll just have to rethink the whole arrangement." He reiterated the suggestion to more aggressively market and advertise the ornaments.

In response to a comment, Chairperson Williamson provided historic information on ornament sales. She reiterated that the RACC members were hesitant to provide compensation retroactively. She agreed with Vice Chairperson Aldean's suggestion to consider the program details. Mr. Nietz expressed a preference to "keep it as a volunteer ... situation." Discussion followed, and Chairperson Williamson commended the Nietzes on their coordination of the Silver and Snowflakes event over the years.

Chairperson Williamson entertained public comment and, when none was forthcoming, a motion. **Vice Chairperson Aldean moved to approve and recommend to the Board of Supervisors approval of the expenditure of \$5,050 from the revolving fund for the Redevelopment Agency to support the Silver and Snowflakes Holiday Tree Lighting program as an expense incidental to carrying out the redevelopment plan, which has been adopted by the Carson City Board of Supervisors, and based**

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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. Member Crowell seconded the motion. Chairperson Williamson entertained additional comments. (11:51:11) Ms. Nietz advised of “some actual expenses in connection with this year’s ornament,” and inquired as to whether these should be submitted. Chairperson Williamson directed Ms. Nietz to discuss the matter with Mr. Werner. Chairperson Williamson called for a vote on the pending motion; **motion carried 5-0.**

23. ACTION TO ADJOURN THE REDEVELOPMENT AUTHORITY (11:51:40) - Chairperson Williamson adjourned the Redevelopment Authority at 11:51 a.m.

The Minutes of the November 16, 2010 Carson City Redevelopment Authority meeting are so approved this ____ day of December, 2010.

ROBIN WILLIAMSON, Chair

ATTEST:

ALAN GLOVER, Clerk - Recorder