

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the August 4, 2011 Meeting

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A meeting of the Carson City Redevelopment Authority was held during the regularly scheduled Board of Supervisors meeting, on Thursday, August 4, 2011, in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Shelly Aldean
Vice Chairperson Karen Abowd
Member Robert Crowell
Member John McKenna
Member Molly Walt

STAFF: Larry Werner, City Manager
Alan Glover, Clerk - Recorder
Randal Munn, Chief Deputy District Attorney
Kathleen King, Deputy Clerk / 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.

22. CALL TO ORDER AND ROLL CALL (11:57:00) - Chairperson Aldean called the Redevelopment Authority to order, noting the presence of a quorum.

23. POSSIBLE ACTION ON APPROVAL OF MINUTES - June 16, 2011 and July 7, 2011 (11:57:12) - Vice Chairperson Abowd moved to approve the minutes. Member Walt seconded the motion. Chairperson Aldean entertained public comment and, when none were forthcoming, called for a vote on the pending motion. Motion carried 5-0.

24. OFFICE OF BUSINESS DEVELOPMENT - POSSIBLE ACTION TO MAKE A RECOMMENDATION TO THE BOARD OF SUPERVISORS REGARDING EXPENDITURE OF \$12,000 FROM THE FISCAL YEAR 2011 - 12 REVOLVING FUND OF THE REDEVELOPMENT AGENCY TO SUPPORT THE GHOST WALK EVENT IN CARSON CITY AS AN EXPENSE INCIDENTAL TO CARRYING OUT THE REDEVELOPMENT PLAN (11:57:43) - Chairperson Aldean introduced and provided background information on this item. Mr. Werner reviewed the agenda report. Vice Chairperson Abowd discussed an interest in "decreas[ing] dependency on redevelopment for these types of events ..." Mr. Werner advised that direction will be given to the event organizers to develop and provide such a plan. Chairperson Aldean noted the desire of the Redevelopment Authority Citizens Committee ("RACC") to "use redevelopment money as seed money ... to initiate these special events but to encourage them to find alternate sources of funding so that we can use that money to ... incentivize other people who have thoughts about how we can promote tourism in Carson City ..."

Member Walt invited Mary Bennett to the podium. (12:00:33) Ms. Bennett introduced herself for the record. Member Walt conveyed concerns relative to "the amount that is being paid for the actors." In response to a question, Ms. Bennett advised that the Ghost Walk is a one-day event. In response to a further question, she reviewed details associated with the \$7,000 cost to "costume the actors and then ... about \$2,300 of that money pays ... [her] fee." She provided background information on her independent contract with the Redevelopment Authority and the Carson City Convention and Visitors Bureau

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("CCCVB"), beginning in 2001, "to plan the walks and to write the scripts ..." In response to a further question relative to ownership of the scripts, Ms. Bennett advised of having participated in "this ... artistic endeavor ... for almost 18 years." She suggested discussing ownership of the scripts. "This event, as a titled event, The Ghost Walk, is something that Carson City could choose to own." Ms. Bennett advised that she conducts a ghost walk every third Saturday during the summer months in Carson City, and uses the scripts for that. "It could be licensed, so ... if the City of Carson wanted to continue to do the Ghost Walk that there would be a royalty fee just as, if you wanted to do a play, you would pay a royalty to the playwright." Ms. Bennett expressed "100 percent" belief in the Ghost Walk and "want[s] to find a way to be able to continue to produce it." She discussed the importance of "keep[ing] these stories alive" and expressed no interest in "dropping this project ... as an artist." She expressed understanding for the previous comments, and suggested that the funding amount is "always negotiable."

Member Walt noted the various non-profit organizations which request redevelopment events funding. In response to a question, Ms. Bennett advised that the Ghost Walk event has never profited. "It's always made ... a little bit less. I'll always cut my fee depending on what we end up making at the end of the day. It pays for itself." Ms. Bennett expressed the opinion "there's always ways to assess how it can pay for itself ..." She expressed the hope and belief that the CCCVB will continue to work with her relative to logistics. She expressed the opinion "it's a self-funded event and so all of those monies do go into the event. It does pay artists which ... is very valid. A lot of those artists do come from Carson City ... The money does remain in the community ..." In response to a further question, Ms. Bennett advised that the question of CCCVB staff assisting with this year's event has not yet been addressed "because of the transition." She offered to "completely take it and then give it a completely different phone number and a way for people to buy tickets." She expressed the belief that the Ghost Walk event attracts overnight participants. She expressed the opinion that the CCCVB will continue to get calls for this year's event. "It's been a 17-year event ..." Following a brief discussion, Member Walt discussed the CCCVB Special Events Committee's directive of no involvement by the CCCVB in this year's event. Ms. Bennett offered to schedule a meeting with CCCVB Executive Director Candace Duncan to discuss specifics. "... there is a transition that needs to happen and it needs to be good and solid so that there isn't any miscommunication."

Chairperson Aldean encouraged Member Walt to encourage the CCCVB's cooperation in consideration of their association with the Ghost Walk event. "If this Ghost Walk is not successful, they'll be the ones to receive the criticism because people will not know that this transition is in place; that we have somebody else at the helm organizing the event." She requested Member Walt to act as an intermediary to encourage the cooperation in consideration of the awkward position in which Ms. Bennett finds herself. In response to a question, Ms. Bennett advised of the intent to utilize the CCCVB's advertising plan from last year "and then go from there ... as opposed to trying to recreate the wheel at this point."

Member Walt expressed concern over the position in which she was being placed, as a member of the CCCVB Board of Directors and having been "very instrumental in starting that special events committee." In response to a question, Ms. Bennett advised that she has the CCCVB marketing plan and "only want[s] a little communication ..." She expressed no desire to "step on toes or make anything political. I want to create a beautiful event. That's my job and I've done it for years." A brief discussion followed.

In reference to the financial information included in the agenda materials, Chairperson Aldean noted the number of fairly substantial overruns. She emphasized there was only \$12,000 to offer the event with the

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approval of the Redevelopment Authority. In response to a comment, Ms. Bennett explained that the 22 walks include two paths. Chairperson Aldean emphasized the importance of accurately quantifying the impacts of the event. In response to a question, Ms. Bennett was not aware that any application for funding had been submitted to the Nevada Commission on Tourism. She acknowledged the understanding that the funding is allocated on a reimbursement basis. Chairperson Aldean entertained additional questions or comments of the Redevelopment Authority members and, when none were forthcoming, Ms. Bennett thanked the Redevelopment Authority.

Chairperson Aldean entertained public comment and, when none was forthcoming, a motion. **Vice Chairperson Abowd moved to approve and recommend to the Board of Supervisors approval of the expenditure of \$12,000 from the FY 2011 / 12 revolving fund of the redevelopment agency to support the Ghost Walk event in Carson City as an expense incidental to carrying out the redevelopment plan. Member Crowell seconded the motion. Motion carried 3-2.** Chairperson Aldean wished Ms. Bennett great success, noting that anecdotal information indicates "it is an event that people look forward to ..."

25. ACTION TO ADJOURN THE REDEVELOPMENT AUTHORITY (12:19:19) - Member Walt moved to adjourn. Vice Chairperson Abowd seconded the motion. Motion carried 5-0. Chairperson Aldean returned the gavel to Mayor Crowell.

The Minutes of the August 4, 2011 Carson City Redevelopment Authority meeting are so approved this _____ day of January, 2012.

SHELLY ALDEAN, Chair

ATTEST:

ALAN GLOVER, Clerk - Recorder