



STAFF REPORT

Report To: Board of Supervisors

Meeting Date: March 16, 2017

Staff Contact: Nick Marano, nmarano@carson.org

Agenda Title: For Possible Action: To appoint one member to the Carson City Redevelopment Authority Citizens Committee. There is one position for "Business Operator or Property Owner" from Redevelopment Area 1, to fill a three year term that will expire January 2020.

Staff Summary: The Carson City Redevelopment Authority Citizens Committee is seven-member committee that advises the Redevelopment Authority on matters pertaining to the Redevelopment District. There is one position open due to a members term expiring. A new application was submitted by Lee Kennedy.

Agenda Action: Formal Action/Motion

Time Requested: 15 mins

Proposed Motion

I move to appoint _____ to the Carson City Redevelopment Authority Citizens Committee as a "Business Operator" or "Property Owner" from Redevelopment Area 1 to fill a three year term that will expire January 2020.

Board's Strategic Goal

Quality of Life

Previous Action

N/A

Background/Issues & Analysis

The Carson City Redevelopment Authority Citizens Committee was established to include seven members who may or may not have property or business interests within the Redevelopment District and who may be widely skilled in professional categories such as architecture, urban planning, engineering, construction management, general contracting, historic preservation, residential or commercial development, real estate transactions, brokerage and property management, retail, entertainment and cinema, tourism, economic development, business ownership, startup and management, transit, cultural facilities, housing, economics and finance, education, technology, marketing, or law.

Applicable Statute, Code, Policy, Rule or Regulation

RACC Bylaws

Financial Information

Is there a fiscal impact? Yes No

If yes, account name/number: n/a

Is it currently budgeted? Yes No

Explanation of Fiscal Impact: n/a

Alternatives

Re-open the position announcement for additional applicants

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay


(Vote Recorded By)






Carson City, NV

REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

BOARD DETAILS

 OVERVIEW

-  **SIZE** 7 Seats
-  **TERM LENGTH** 3 Years
-  **TERM LIMIT** 2 Terms

Make recommendations to the Redevelopment Authority on Redevelopment Area Plans, incentive programs, special event funding, and other matters pertaining to the Redevelopment District and within the authority of the Redevelopment Authority.



DETAILS

MEETINGS

- 5:30 p.m.
- Quarterly, first Monday of February, May, August and November
- Community Center, Sierra Room
- 851 East William Street, Carson City, Nevada

POWERS & DUTIES

The Redevelopment Authority Citizens Committee was established by the Carson City Redevelopment Authority to make recommendations on Redevelopment Area Plans, incentive programs, special event funding, and other matters pertaining to the Redevelopment District and within the authority of the Redevelopment Authority.

ADDITIONAL INFORMATION

[RACC By-laws.adopted.6.4.15.pdf](#)

ADDITIONAL INFORMATION

N/A



Carson City, NV

REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

BOARD ROSTER



JOHN BARRETTE

1st Term Jan 19, 2017 - Jan 01, 2018

Position Board of Supervisors



COURT CARDINAL

1st Term Feb 05, 2015 - Jan 31, 2018

Position Business Operator or Property Owner

Category Redevelopment Area 2

Appointed by Board of Supervisors



RONNI HANNAMAN

3rd Term Jan 05, 2017 - Jan 31, 2020

Office Vice Chair

Position Business Operator or Property Owner

Category Redevelopment Area 2



JASON JUSTICE

1st Term Jul 21, 2016 - Jan 01, 2019

Position Business Operator or Property Owner

Category Redevelopment Area 1

Appointed by Board of Supervisors



GARRETT LEPIRE

1st Term Apr 02, 2015 - Jan 31, 2017

Position Business Operator or Property Owner

Category Redevelopment Area 1

Appointed by Board of Supervisors



CRAIG MULLET

1st Term Feb 05, 2015 - Jan 31, 2018

Position Citizen at Large

Appointed by Board of Supervisors



KRIS WICKSTEAD

2nd Term Feb 06, 2014 - Jan 31, 2020

Office Chair

Position Citizen at Large

Appointed by Board of Supervisors

Profile

Lee _____ Kennedy _____
First Name Middle Initial Last Name

Email Address

Street Address

Suite or Apt

Carson City _____
City

NV _____
State

89701 _____
Postal Code

Primary Phone

Alternate Phone

Which Boards would you like to apply for?

Redevelopment Authority Citizens Committee

Question applies to Redevelopment Authority Citizens Committee.

Business Operator or Property Owner Redevelopment Area 1

Redevelopment Areas 1 & 2

Question applies to multiple boards.

Are you currently a registered voter in Carson City?

Yes No

Question applies to multiple boards.

Are you currently a member on any other Carson City Board, Committee or Commission?

Yes No

Question applies to multiple boards.

If yes, please list:

Question applies to multiple boards.

Term expiration:

Conflict of Interest

Question applies to multiple boards.

Within the past twelve (12) months, have you been employed by Carson City (including as an elected official)?

Yes No

Question applies to multiple boards.

Do you currently have a contract with Carson City for services/good?

Yes No

Question applies to multiple boards.

If yes, please provide contract details:

Question applies to multiple boards.

Have you been convicted of a felony, domestic violence or gross misdemeanor involving moral turpitude (conduct contrary to community standards of justice, honesty and good morals)?

Yes No

Education

Note: only complete this section if a degree is required for this position

College, Professional, Vocational or Other Schools attended:

WNC

Major Subject:

Political Science

Degree Conferred:

Briefly describe the qualifications you possess which you feel would be an asset to this Board/Committee/Commission:

List the community organizations in which you have participated and describe participation:

List your affiliation with professional or technical societies: *if required for the position.

[Lee_Kennedy.doc](#)

Upload a Resume

Personal/Professional References

Name, Telephone Number:

Marvin Smith 775-220-3770

Name, Telephone Number:

Kari Nye 775-883-4377

Name, Telephone Number:

Vickie Woods 775-315-5910

I understand that my submitted application is considered public information. I understand the Board of Supervisors may require a pre-appointment background check for any position if deemed warranted.

I hereby declare that all statements given by me on this form are truthful and complete to the best of my knowledge.

I have read and understand the Carson City's Boards, Committees and Commissions Policies and Procedures.

I Agree *

LEE KENNEDY

2120 Bennett Avenue • Carson City, Nevada 89701

775.230.6494 • lee@dunrovenmedia.com

CASINO GENERAL MANAGER

Proven General Manager with over 20 years of experience for positions directing multiple casino locations to drive revenues and profits surpassing corporate expectations. Aptitude building, training, and leading teams of management and hourly employees. Track record analyzing operations, markets, player tracking, auditing and competition to target areas for growth and improvement. Skilled at administering finances, P&L, contracts, and budgets with timeliness and accuracy.

Areas of Expertise

NGCB Key Licensee • Operations Management • Player Tracking and Analysis • Casino Marketing & Promotional Plans • Financial Management • Training & Development Performance Turnaround • Staff Recruiting & Retention • Client Relations & Satisfaction Revenue Increases • Cost Reduction • Regulatory & Safety Compliance • Vendor Negotiation Project Management • Strategic Thinking • Organizational Change • Best Practices

PROFESSIONAL EXPERIENCE

MAX Casino & Hotel – Carson City, Nevada • 2015 to Present

General Manager

Coach and lead 14 department managers and 195 total employees in all operations which have surpassed all performance targets for revenue, profitability and guest service/satisfaction. Designed and executed multiple successful marketing strategies, campaigns, and platforms. Administer operational cost controls and P&L to achieve optimum efficiency. Negotiate vendor contracts and oversee construction and renovation projects. Recruit, train, and evaluate personnel teams for ideal morale and retention. Develop and implement policies, processes, and goals.

Specific Achievements:

- Successful repositioning and rebranding to turn around market share and generate first sales growth in 4 years.
- Maintained a 22% increase in gaming revenue for 18 consecutive months while the overall gaming market grow at only 1%.
- Developed and executed direct mail promotional program with 47% rate of return.
- Earned multiple rapid promotions from initial position as F&B and Marketing Director.

SLOTWORLD INC. – Carson City, Nevada • 2003 to 2015

2 casino operations with 2 restaurants, 3 bars, with a total of \$16 million in revenue.

Director of Marketing / Director of Food & Beverage

Hired, educated, motivated, and directed 8 managers and 127 overall employees. Analyzed markets and trends to strategize promotional campaigns and materials resulting in top-notch profits. Provided strategic marketing plans and budgets. Drove public/media relations and marketing communications. Orchestrated all aspects of 5 separate multimillion dollar F&B operations. Coordinated vendor sourcing and inventory procurement. Prepared new menus and services.

Handled finances, expense reduction, and P&L oversight. Delivered reporting for Board of Directors and ownership.

SLOTWORLD INC., continued...

Specific Achievements:

- Spearheaded development of 175-seat restaurant from ground up, generating over \$2.5 million in sales during the first year.
- Cut food expenses from 77% to 32% and labor from 56% to 27%.
- Improved sales 45% within first 18 months.
- Lowered turnover 79%, including zero management turnover for 9 years, with innovative staff training efforts, and solid teambuilding.
- Boosted sales 7% with online initiatives and produced direct mail campaign with 36% return.

DUN ROVEN MEDIA – Carson City, Nevada • 1998 to 2003

Vice President of Operations

- Directed business for company providing live entertainment booking to casinos. Oversaw sales, marketing, and client negotiations.

CHELSEA STREET PUB & GRILL – Santa Fe, New Mexico • 1994 to 1998

General Manager

- Maximized business development, customer support/satisfaction, cost savings, and revenues. Organized kitchen and dining room functions. Negotiated inventory purchasing with vendors.
-

EDUCATION & CERTIFICATION

NGCB Key Licensee
Certified ServSafe Trainer
TIPS Alcohol Training Instructor
Service Profit Chain
Creating Profitability
Creating Outstanding Customer Relationships
Effective Leadership
Selecting Talent
Communicating with Employees
Legal Liability
Sexual Harassment Awareness
Time Management

Western Nevada College
Business & Marketing Studies
Served in 2005 Nevada legislative session

COMPUTER SKILLS

Microsoft Office Suite, Adobe Creative Suite, Aloha & MICROS POS, OASIS, ACRES



REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE
BYLAWS

I. GENERAL POLICIES AND PROCEDURES

A. Redevelopment Authority Citizens Committee established.

1. Appointment and terms of members.

- a. The Board of Supervisors and Redevelopment Authority shall appoint no more than seven citizens to serve on the Citizens Committee.
- b. The Committee shall be comprised of seven members, including: a member of the Redevelopment Authority as appointed by the Authority; two representatives each from Redevelopment Areas 1 and 2 who are either a business operator or property owner within that area; and two citizens at large with qualifications as may be further detailed in the most current resolution establishing the Committee approved by the Board of Supervisors.
- c. Members of the Redevelopment Authority Citizens Committee shall be residents and active registered voters of Carson City.
- d. The Board of Supervisors and Redevelopment Authority may appoint individuals from the financial community to be advisors to the Redevelopment Authority Citizens Committee.
- e. Every member of the Committee shall be appointed for a three-year term which shall expire on January 1, or until a replacement is named. Appointments to the Committee will be made on a staggered-year basis. Except for the Redevelopment Authority member, Committee members may only serve four full three-year terms on the Committee

2. Committee authorization.

The Redevelopment Authority Citizens Committee shall advise the Carson City Redevelopment Authority regarding the Redevelopment Incentives Program and other duties as authorized by the Board of Supervisors.

3. Service without compensation, removal, vacancies.

- a. All members of the Redevelopment Authority Citizens Committee shall serve without compensation.

- b. Citizen members may be removed after public hearing, by a majority vote of the Board of Supervisors, for inefficiency, neglect of duty, malfeasance of office or non-attendance at regular meetings. Vacancies that occur other than through the expiration of a term shall be filled for the unexpired term.

4. Board of Supervisors' Policies and Procedures.

The Redevelopment Authority Citizens Committee shall be subject to the Board of Supervisors' Policies and Procedures for Boards, Committees, and Commissions, as may be amended, incorporated into these bylaws by reference.

B. Ethics of the Committee Members.

1. Conflict of interest.

- a. All Members must avoid any conflict of interest. No individual may use an official position to gain personal advantage. If a Member concludes that they have a conflict of interest or an appearance of fairness issue with respect to a matter pending before Committee, they must disqualify themselves from participating in the deliberations and decision-making process for the matter under consideration. A Member so disqualifying himself or herself shall have no personal presence before or direct communication with the other members regarding the matter at issue. Failure of a Member to disclose that he or she has a conflict of interest on a matter under consideration by the Committee may be cause for removal from the Committee.
- b. No member shall participate in, take action, cast a vote or lobby other members in relation to any project or proposal before the Committee that relates to a property, business, or other venture in which the member has a financial or vested interest.
- c. The policy of the Committee is that the appearance of a conflict of interest is as prejudicial in nature for the credibility of the Redevelopment Authority Citizens Committee and the City as an actual conflict of interest. Members, on behalf of the good of the Committee and to maintain its public credibility, shall utilize discretion and judgment and should disclose the appearance of or actual conflict.
- d. In the event of a pending matter for which a member wishes to be disqualified, the policy of the Committee shall be that if it is an actual conflict of interest as described in I. B. 1. b., the member shall leave the dais and the meeting room until the matter has been decided. If the matter is an appearance of conflict of interest, the

member may, using his or her judgment, remain at the dais or step down to the floor, and announce prior to the opening of the public hearing that he or she will be abstaining from this matter.

- e. A member convicted of a felony, domestic violence or gross misdemeanor involving moral turpitude shall resign from the Committee within 30 days of the conviction.

2. Discretion.

Members shall be discreet in the discussion of pending matters outside of the meeting forum. No commitments or prejudicial comments shall be made prior to a public hearing in advance of any official action.

C. Public meetings and records.

- 1. Regular meetings of the Committee shall be open to the public and subject to the provisions of the Nevada Open Meeting Law. In enacting NRS 241, the Nevada Legislature found and declared that all public bodies exist to aid in the conduct of the people's business. It is the intent of the law that public body actions be taken openly and that their deliberations be conducted openly. It is the responsibility of every Member to understand the requirements of the Open Meeting Law and to assure that they individually and the Committee as a whole operates within the letter and spirit of the law. Members are required to attend either the annual training course or the short course provided through the District Attorney's Office within twelve months of appointment.
- 2. The City shall provide a Secretary for each and every meeting of the Committee to act as a recorder, vote counter and to take roll.
- 3. The Committee may cause to be kept recordings of the meetings together with or separate from a minute record of the meetings containing each of the items before the Committee and the vote taken on each item.
- 4. Committee files shall be public documents, and shall be available for review by members or any member of the public within a reasonable period of time following a request to view such a document at the Office of Business Development.

D. Code of conduct.

It is expected that appointees to all City boards, committees and commissions shall conduct themselves in a manner befitting their position. Courtesy, honesty and respect for others are important attributes for all public servants whether appointed, elected or employed. Everyone who serves the City should treat others in a professional manner being mindful

of the fact that they are expected to represent and be accountable to the people they serve.

E. Lobbying.

Unless expressly authorized by the Board of Supervisors, no board, commission, or committee, or any member of a board, commission or committee shall engage in lobbying on legislative or political matters on behalf of the board, commission or committee of Carson City. Nothing in this policy precludes individual appointees from lobbying or providing information as a private citizen provided the appointee specifically clarifies that while he or she holds an appointed position, the appointee is acting in a private capacity and not in his or her capacity as an appointed member of a board, commission, or committee or on behalf of the City. In that regard, individual appointees should refrain from lobbying as a private citizen in a way that implies authority to speak on behalf of the City or the public body to which they are appointed.

II. MEETINGS OF THE COMMITTEE

A. Regular meetings.

1. Regular meetings shall be held on a quarterly basis at a time and date determined by the Chairperson or by a quorum of the Committee at a properly noticed meeting.
2. Special meetings may be called at any time by the Chairperson, or by a quorum of the Committee at a properly noticed meeting.
3. The Committee shall make every effort to hold meetings as expeditiously as possible after submittal of request.

B. Annual meeting for election of officer.

1. At its first meeting of each year, the Committee shall elect a Chairperson and Vice-Chairperson for the coming calendar year, or the Committee may elect replacements as vacancies occur.
2. The term of the Chairperson and Vice-Chairperson shall be one year. A Chairperson may serve no more than two consecutive years. A Member who serves as Chairperson for two consecutive years will qualify to be re-nominated for Chairperson after two or more years have passed since the Member last served as Chairperson.
3. The Redevelopment Authority member shall not serve as the Chairperson or Vice-Chairperson of the Committee.

C. Duties of the Chairperson.

1. The Chairperson shall be responsible for the conduct of all Committee meetings.
2. The Chairperson shall confer with the Director of the Office of Business Development or his/her designee on the matters scheduled for the agenda.
3. The Chairperson may request that items be calendared for a Committee meeting. If other Committee members wish to calendar an item, such request shall be made to the Chairman.
4. In the absence of the Chairperson, these duties shall be assumed by the Vice-Chairperson.

D. Attendance.

1. Members shall make a diligent effort to attend all meetings, arrive promptly, and be properly prepared to discuss the issues calendared for the meeting.
2. All Members shall attend at least 75 percent of all scheduled meetings in the preceding 12 month period, and shall exercise due diligence in attending special meetings, public hearings, workshops and/or study sessions. No differentiation is made between excused or unexcused absences of members.

E. Quorum.

1. A quorum shall be four members of the Committee.
2. To be considered an approved motion, a vote of a simple majority of the Committee present shall be required.
3. No quorum. If the Chairperson or liaison department staff is aware that a quorum will not be present at any time during the scheduled public meeting, the meeting shall be cancelled. When possible it shall be cancelled by providing email notice to any applicable notification list and posting the cancellation notice at the door of the noticed meeting location.
4. Late quorum. If it is reasonably believed that one or more members will arrive late to complete the quorum, the meeting may begin at its scheduled time, but the Chairperson may call for only non-action informational agenda items and public comment to be heard by the public body until a quorum is present. At any time after call to order and roll call, the Chairperson may call a recess until the quorum is present, or call an adjournment (without a vote) after providing for public comment if the quorum does not timely appear.

5. Loss of quorum. If for any reason during a public meeting that has been convened the Committee loses its quorum, the Chairperson may call for only non-action informational agenda items and public comment to be heard until a quorum is present. At any time after losing a quorum, the chairperson may call a recess until the quorum is present, or call an adjournment (without a vote) after providing for public comment if the quorum does not timely reappear.

F. Communications with the Redevelopment Authority and Board of Supervisors.

Expressions of the Committee's position, recommendation, or request for any action shall be in the form of a resolution, motion, or other written communication setting forth the reasons, facts, policies, and/or findings of the Committee supporting the communication and shall be directed to the Redevelopment Authority and the City Manager. It should be emphasized that when a Committee Member who is present at a Redevelopment Authority or Board of Supervisor's meeting is asked to address the Authority or Board on a matter within the scope of the Committee, the member should take care to represent the viewpoint of the Committee as a whole and to avoid expressing his or her personal opinion unless clearly stated as such.

-G. Resignation.

Any member may resign at any time by sending written notice of such resignation to the City Manager.

III. DUTIES OF THE COMMITTEE:

A. Responsibilities and authority.

1. The Committee shall have the responsibility and authority to review projects and make recommendations to the Redevelopment Authority and Board of Supervisors granting financial and other incentives, such as those delineated in the Carson City Redevelopment District Incentives Program.
2. The Committee shall grant these incentives based on adherence to the Carson City Development Standards and other criteria established by the Committee and approved by the Redevelopment Authority and Board of Supervisors.
3. The Committee shall have the authority to approve incentives established by the Redevelopment Authority and Board of Supervisors and delegated to the Committee.
4. The Committee shall work earnestly with the local banking institutions to encourage lending in the Redevelopment District.

5. The Committee may have other duties as authorized by the Board of Supervisors.

IV. AMENDMENT

An amendment to these bylaws requires an affirmative vote of two-thirds of the total Committee membership (five of seven Committee members) in order to pass. Amendments to these bylaws must be approved by the Redevelopment Authority to become effective.

V. REPORTS AND MEETING PACKETS:

A. Staff reports.

1. The Director of the Office of Business Development or his/her designee shall cause to be prepared reports of the Redevelopment Authority Citizens Committee for each item for which a public hearing is scheduled.
2. Each staff report shall be in the form and style as determined by the Director. At a minimum, the report shall recommend to the Committee the necessary findings required to consider an action on a project; recommend language for a motion supporting the proposed action; and recommend conditions to ensure conformance of the proposed project with City policy and regulations.

B. Submittal of materials with applications.

The policy of the Redevelopment Authority Citizens Committee is that staff will not schedule a matter before the Committee for decision until staff determines that all required information is submitted in a form and manner consistent with the policies of the Committee and City.