

CARSON CITY REDEVELOPMENT AUTHORITY
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A meeting of the Carson City Redevelopment Authority was held during the regularly scheduled meeting of the Carson City Board of Supervisors on Thursday, February 4, 1999, at the Community Center Sierra Room, 851 East William Street, Carson City, Nevada, which began at 8:30 a.m.

PRESENT: Chairperson Robin Williamson and Members Ray Masayko, Jon Plank, Pete Livermore, and Kay Bennett

STAFF PRESENT: John Berkich City Manager
Alan Glover Clerk-Recorder
Rob Joiner Redevelopment Director
Paul Lipparelli Chief Deputy District Attorney
Katherine McLaughlin Recording Secretary
(B.O.S. 2/4/99 Tape 1-2020)

NOTE: Each item was introduced by staff's reading/outlining/clarifying the Board Action Request and/or supporting documentation. A tape recording of these proceedings is on file in the Clerk-Recorder's office. This tape is available for review and inspection during normal business hours.

Mayor Masayko recessed the Board of Supervisors session and passed the gavel to Redevelopment Authority Chairperson Williamson. Chairperson Williamson convened the meeting by indicating for the record that the entire Authority was present, constituting a quorum. (See Board of Supervisors Minutes of February 4, 1999, for discussion/action on the other Agenda items.)

ACTION REGARDING A RECOMMENDATION FROM THE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE TO ALLOW THE RELOCATION OF THE CARSON FARMER'S MARKET FROM DOWNTOWN TO THE MILLS PARK PONY EXPRESS PAVILION AND TO CONTINUE REDEVELOPMENT DISTRICT FUNDING OF PROMOTION AND ENTERTAINMENT FOR THE 1999/2000 FISCAL YEAR (1-2028) - Redevelopment Director Rob Joiner's introduction included justification for the relocation as well as the pros and cons of the site. Methods which may mitigate the negatives were also provided. Farmer's Market Coordinator Shirley Adshade-Sponsler justified her reasons for wishing to relocate and her selection of the Pony Express Pavilion (PEP). Discussion indicated that the Market will continue to be on Wednesday evening, a general reluctance to change regardless of the topic, the need to expand the Market, Ms. Adshade-Sponsler's involvement with U.S. Department of Agriculture and the Nevada Division of Agriculture to develop quality criteria for farmers' markets, the Market's ambiance, its need for advertising, and commended her on her decision to take on the PEP. Supervisor Livermore volunteered his assistance to make the program successful. He also expressed his intent to restrict any funding to one year. Mr. Joiner pointed out that the Committee had included this in its motion. Ms. Adshade-Sponsler indicated her desire to have a market in Carson City and that she did not mean to imply that she would remove it unless the PEP is approved.

Art Hannafin opposed the relocation and explained the Redevelopment Authority Citizens Committee's reluctance to approve the relocation. The Market had brought vitality to the downtown area and was enjoyed by the community. Removal of the Market will eliminate the vitality and benefits created within the downtown core. He urged the Authority to analyze the Ormsby parking lot and to overlook its exaggerated traffic concerns. He suggested that an ad hoc committee be established to talk with the Ormsby House about upgrades which will make the site even more attractive. PEP will need more events to help advertise the facility.

(1-2845) Tom Johnson also opposed the relocation from the downtown area while expressing support for its relocation in the downtown area. The Market had been the impetus for a group of people to meet and stay for dinner, shopping, etc. This had been the purpose of the Market--to create an interest in the downtown area and to draw people there. The relocation will send a poor message to individuals who are trying to redevelop the area. He volunteered to serve on a committee to look for a new location in the downtown area including negotiate with the Ormsby House, etc.

(1-2925) Roger Stockton explained the current use of the PEP for inline hockey. It should be used for more

community events such as the inline hockey. Growth of inline hockey and the problems with using the PEP facility were noted. He urged the Board to consider the inline hockey use in the deliberations. He sensitized the Authority about the need for another/better facility. Chairperson Williamson explained the proposed Market dates which would not conflict with the inline hockey games.

Ms. Adshade-Sponsler expressed her amazement at the amount of support the Market had from individuals whom she had not seen prior to her decision to relocate. She had investigate all of the suggestions previously noted as well as several other sites.

Convention and Visitors Bureau Executive Director Candice Duncan noted her reluctant support for the relocation and the need for an individual to "beg" to be allowed to use the PEP. She could understand the reluctance to move the Market and pointed out that the market is only one of several events which could be staged in the downtown area. The area needs all of the events it can get. The market should be used as an impetus to other events. The benefits of using the PEP for a market were expounded as a perfect location for such an activity. Several other successful events were cited. She questioned the reasons why Redevelopment should be doing all of the events and why businesses are not stepping forward and doing some.

Mr. Joiner explained the reasons the Authority did not have another event scheduled to replace the Market. The Authority had originally proposed the market as a starter which should generate other activities and functions. As the market is now very successful, it should be relocated and allowed to grow to the benefit of the entire community rather than just the downtown area. PEP is within the district. The Committee including Member Steve Browne are working on replacement ideas. Redevelopment funds could be used for these ideas. Supervisor Bennett felt that a replacement event should be provided prior to the relocation. PEP will not provide the ambiance and desire to stay in the downtown area. Mr. Joiner felt that the PEP could be used to advertise the downtown area. The Ormsby House weekend activities were cited to illustrate the problems encountered in attracting people to the downtown area.

Ms. Adshade-Sponsler reiterated her experience and justification for the relocation. Her experience indicated that once people are out they will migrate to the downtown area and stay. Her efforts to gain support from the businesses adjacent to Third Street were noted. The market will attract people from other communities who will eat, shop, etc., in other businesses before returning home.

Supervisor Plank pointed out the dilemma created by its success and the lack of a replacement. He agreed that it would be successful in the PEP and questioned its success in another location which is split into two parts. Ms. Adshade-Sponsler did not feel that people would walk the one or two blocks between the markets to reach the other portion. Traffic concerns will remain with such a program. She urged other businesses to step forward and promote the downtown area. Her event should not be the only event which causes people to go downtown. Supervisor Plank felt that people would not go downtown from Mills Park but may go to the shopping center at Scholaris. He supported relocation to Mills Park but urged staff/Bureau/businesses to develop a replacement prior to the relocation. He suggested continuing the request for two to four weeks to allow this to occur. Mr. Joiner explained that time is of the essence. Discussion is occurring with Bob McFadden about holding monthly events on Third Street. The Committee is working on ideas for replacement, however, funding may not be available until next year.

Member Masayko explained his original reluctance to the relocation and his final decision to support the relocation. Mr. Joiner explained the Farmer's Market budget. Member Masayko supported Linda Johnson's suggestion that some of these funds be used as seed money for other events which downtown merchants/Committee members develop. He also indicated he would support funding for the Market at PEP for one year only. Mr. Joiner indicated that the Committee had supported this restriction. He also explained the intent to evaluate all of the events sponsored by Redevelopment and their potential transfer to the Bureau. Unsuccessful events should be eliminated. Member Masayko pointed out the long-range plan had been to make the events as self-supporting as possible so that the funds could be used for other events/projects/purposes.

(2-0114) Mr. Johnson agreed that the relocation could be successful and questioned how the relocation would help the redevelopment effort and the downtown area. Having Mills Park in the redevelopment district was felt to be an

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anomaly. Mr. Joiner responded by explaining the statutory requirement that the entire district be served. A majority of the effort had been dedicated to the downtown area.

Member Masayko reiterated his suggestion to get successful programs out on their own as quickly as possible and to use the funding for new and additional events. He volunteered to assist with the effort to locate additional funding sources if Redevelopment monies are not available for new events in the downtown area. Member Bennett suggested that the Authority direct Mr. Joiner to work with the Bureau and to return within 30 days with a report on what events are possible and the budget/resources required to provide these new events. Discussion indicated that the Market may lose vendors unless it is moved. Member Livermore pointed out that the Market had originally been proposed as a method to reintroduce people to the downtown area. This continues to be Redevelopment's effort. He supported Member Bennett's suggestion to direct staff to develop event alternatives. Mr. Joiner indicated that several downtown businesses had expressed an intent to support the Market in its new location and agreed to provide the requested report. Chief Deputy District Attorney Lipparelli cautioned against taking action related to the downtown events as it had not been agendaized. Direction had been provided by the comments to Mr. Joiner. Member Bennett could later request an agenda item, if necessary.

Member Livermore moved that the Redevelopment Authority approve the recommendation of the Redevelopment Authority Citizens Committee to allow the relocation of the Carson Farmers Market from downtown to the Mills Park Pony Express Pavilion and to continue the Redevelopment District funding for promotions and entertainment for the 1999-2000 Fiscal Year, fiscal impact is to be \$4,000 for promotion and entertainment. Member Masayko seconded the motion and requested an amendment. Member Livermore amended his motion to include "only" after 1999-2000 Fiscal Year. Member Masayko continued his second and indicated that the funding was for one year only. Motion carried with four reluctant Ayes and one reluctant Naye from Supervisor Bennett.

There being no other matters for consideration, Member Masayko moved to adjourn. Member Livermore seconded the motion. Motion carried 5-0. Chairperson Williamson adjourned the Redevelopment Authority.

The Minutes of the February 4, 1999, Carson City Redevelopment Authority meeting

ARE SO APPROVED ON June 18, 1999.

/s/
Robin Williamson, Chairperson

ATTEST:

/s/
Alan Glover, Clerk-Recorder