

**CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE**

**Minutes of the April 14, 2004 Meeting**

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A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, April 14, 2004 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

**PRESENT:** Chairperson Robin Williamson

Don Bruce  
Mike Cowan  
Stan Jones  
Joe Lushina  
Janice Shafer  
Gigi Valenti  
Jim Wallace  
Sally Zola

**STAFF:** Joe McCarthy, Economic Development/Redevelopment Manager

Kathleen King, Recording Secretary

**NOTE:** A tape recording of these proceedings is on file in the Clerk-Recorder's Office and is available for review during regular business hours.

**A. CALL TO ORDER, DETERMINATION OF QUORUM (1-0007)** - Chairperson Williamson called the meeting to order at 5:30 p.m. Roll was called; a quorum was present. Member Zola arrived shortly after roll was called. Member Valenti arrived at 5:49 p.m. Member Lushina arrived at 5:50 p.m.

**B. APPROVAL OF MINUTES - March 10, 2004 (1-0016)** - Member Cowan moved to approve the minutes. Member Jones seconded the motion. Motion carried 6-0.

**C. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0022)** - Jed Block advised that he had provided Mr. McCarthy a key to the kiosk, and is researching sources for replacement of the damaged plexi-glass. The Kit Carson Trail maps, the Wild West Tour and Wine and Roses flyers will be placed in the kiosk in the near future.

**D. REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE:**

**D-1. REPORT ON COMMUNITY DEVELOPMENT BLOCK GRANTS FOR FY 05 (1-0096)** - Mr. McCarthy provided background information on Carson City becoming an entitlement community. Carson City's allocation for the upcoming fiscal year is \$536,000 of which there are three components: 20% is for administration and planning, which includes housing studies, development of a five-year comprehensive plan, and an annual action plan which provides the Department of Housing and Urban Development information regarding expenditures. Projects must meet three national objectives, as follows: to serve the low to moderate income population within the community, to address spot blight or substantial blight within the community, and/or to address an immediate need. Public outreach is required, and Mr. McCarthy noted this has been done in the form of several public meetings, newspaper advertisement, RFPs, working groups, etc. Fifteen percent of the allocation is for public service, including

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non-profit, community-based organizations serving the low to moderate income population. Sixty-five percent is for capital projects, including curb and gutter, lighting, ADA compliance in low to moderate income neighborhoods, and other more creative projects such as job creation and/or business expansion.

Mr. McCarthy advised of having formed a capital projects committee which has developed a list of projects. The public service projects and the capital projects will be included in the comprehensive plan and will eventually be approved by the Board of Supervisors. Mr. McCarthy advised that the grants initially awarded were for after-school and summer busing programs for the Boys and Girls Club and legal services for the Retired Senior Volunteer Program.

Mr. McCarthy advised that the capital projects awarded included curb and gutter in low to moderate income neighborhoods. Funding for an ADA project to repair streets and access along the blue line trail will be combined with RTC and Redevelopment funding to include beautification. Mr. McCarthy noted that the City is responsible for the sidewalks along the blue line trail and that disrepair creates liability concerns. In response to a question, Mr. McCarthy advised that additional funds will be allocated toward the project to include a larger area which will address walkways adjacent to the blue line trail. An additional grant was awarded to "make downtown Carson City wireless," and Mr. McCarthy reviewed details of this project to provide free broadband access. He noted that the project will take a while to accomplish because the technology is currently only in beta testing. He explained that the CDBG funding will provide the wireless enabled devices, including PDAs, laptops, etc., in public places for low to moderate income citizens to access the Internet. He provided background information on the company, Interplex. In response to a question, Mr. McCarthy advised that \$20,000 was initially awarded to develop the implementation plan and \$35,000 for the project. An additional \$35,000 in matching funds will be required, and research is being conducted into appropriate locations for towers and hardware. Chairperson Williamson suggested that incubator businesses may be attracted as a result of the opportunity, and noted the benefit to the residences scattered throughout the downtown. Mr. McCarthy advised of receiving optimistic responses from regulatory entities. He responded to questions regarding the anticipated extent of the wireless cloud, and acknowledged that any wireless enabled device within the cloud could connect to the Internet.

**D-2. UPDATE ON THE DEVELOPMENT OF A "WORKABLE PARKING PLAN FOR THE REDEVELOPMENT DISTRICT"** (1-0299) - Mr. McCarthy discussed Senior Planner Jennifer Pruitt's involvement in the parking study. Ms. Pruitt has been collecting information on methods for conducting the study, and has contacted graduate students in the Architectural and Engineering Department at the University of Nevada, Reno with regard to intern work. Ms. Pruitt has identified the study area as Fleischmann to Tenth Streets and Mountain to Roop Streets. Sub areas will include Red's and Telegraph Square to document intensely overused pockets. Ms. Pruitt anticipates the study will take several months to complete. Once the inventory and the study are complete, a mitigation strategy can be developed. The information will also be incorporated into downtown development standards. In response to a question, Members Wallace and Shafer agreed with Mr. McCarthy's assessment of conducting the study.

**D-3. DISCUSSION/WORKSHOP ON RACC MEMBERS' PHOTOGRAPHS OF THE DISTRICT: "WHAT WE LIKE AND WHAT WE WANT TO IMPROVE"** (1-0367) - At Chairperson Williamson's request, each of the Committee members displayed and discussed their photographs. Chairperson Williamson and the Committee members summarized the "positive" photographs as follows: properties with an historic nature and/or which are compatible with their surrounding areas. Discussion took place regarding needed improvements in the areas of downtown lighting, curb and sidewalk "flow,"

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parking, pedestrian and traffic flow in the area of Red's and Copeland Lumber. Additional discussion took place regarding a proactive plan for redevelopment, expansion of the redevelopment district, and criteria for redevelopment incentive funding awards. Chairperson Williamson advised that she and Mr. McCarthy would categorize the positive aspects and improvement issues raised by the photographs; she invited the participation of other Committee members. She requested the Committee members to consider the future direction of redevelopment in conjunction with the photographs and ensuing discussion, and the plan presented by Arthur Hannafin at the March meeting. Member Jones suggested considering vacant lots in the redevelopment district, and Chairperson Williamson noted the opportunities they represent. Member Cowan expressed an interest in prioritizing a redevelopment core in conjunction with specific areas, and discussion took place with regard to the same. Chairperson Williamson thanked the Committee members for their participation.

**D-4. DISCUSSION REGARDING "REDEVELOPMENT WORK PLAN" (1-1787) - Mr. McCarthy** referred to the staff report and reviewed the goals of the work plan.

- **PROJECT PRIORITIES (1-1798) - Mr. McCarthy** noted that the Committee members' photograph project was a start to determining project priorities.
- **FORMULATE "FIVE-YEAR DOWNTOWN INVESTMENT STRATEGY" (1-1803) -** This goal includes creation of visuals and a narrative to define the strategy and implementation. Mr. McCarthy referred to the downtown master plan written by Lyle Stewart in 1986 which has been used as a blueprint ever since. He discussed the strategic planning process, which took place from 1999 to 2002 and reflects the importance of the aesthetic and historic value of the downtown. He advised that he will develop a draft investment strategy and will assist the Committee in refining it.
- **DEVELOP APPROPRIATE DOWNTOWN DEVELOPMENT STANDARDS (1-1849) - Mr. McCarthy** noted the importance of moving from successes to opportunities, and discussed utilization of incentives to promote quality development.
- **POSSIBLY EXPAND THE DOWNTOWN COMMERCIAL ZONE (1-1865) - Mr. McCarthy** noted the importance of buy-in from property owners and business operators within the community. He advised of supportive feedback received during public meetings.
- **POSSIBLY ADJUST THE DISTRICT'S BOUNDARY (1-1878) - Mr. McCarthy** advised that Francis Carrington has signed an agreement indicating his desire to add the Carson Mall to the redevelopment district. Discussions continue with Jack Mowring, the owner of the land upon which the used car lot is located. Mr. McCarthy advised that Mr. Carrington is considering substantial improvements to the Carson Mall in partnership with the Redevelopment Authority.
- **DEVELOP AN ARTS AND ENTERTAINMENT GUIDE (1-1900) - Mr. McCarthy** advised that two publishers are being considered in partnership with the Convention and Visitors Bureau. The guide will consist of 24-40 pages of 60% editorial and 40% advertising, designed similar to *Nevada Magazine*. Mr. McCarthy advised that the publication will be self-sufficient within two years. A title has yet to be determined, but he

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anticipates the first edition to be published in July. Approximately 40,000 copies will be published each quarter, and the magazine will be distributed by the Convention and Visitors Bureau. (1-1995) Mr. McCarthy responded to questions regarding methods of distribution.

- **PLAN THE SUMMER MUSIC AND ARTS SERIES (1-1948)** - Mr. McCarthy clarified that the series will actually run from Mother's Day to Christmas Day. The purpose is to "fill in the gaps" between already successful signature events such as Taste of Downtown and Nevada Day. He reviewed the tentative schedule of performances, and advised that each would be free of charge.

**D-5. UPDATE ON CURRENT PROJECTS (1-2087)** - Mr. McCarthy referred to mandatory and relative criteria for redevelopment projects which had been previously provided to the Committee members, and requested them to review the same in anticipation of future projects. He advised that the Lucky Spur developers will be presenting an incentive funding request in the near future. He and Chairperson Williamson recently met with the developers to discuss ownership details with regard to incentive funding. Mr. McCarthy advised that National Best Sellers recently purchased the building immediately to their south, and that the owners will be presenting an incentive funding request for expansion and improvement. Mark Lopiccolo will also be presenting requests for the Adele's remodel project, and the next phase of the Olcovich House. An additional incentive funding request to be presented in the near future is phase two of the Stewart-Nye House. The owners are interested in creating a community-based outdoor area.

Mr. McCarthy advised of a recent meeting with Chairperson Williamson and representatives of the Masonic Lodge to discuss sidewalk improvements. Edd Epperson, CEO of Carson-Tahoe Regional Medical Center, will discuss adaptive reuse of the old hospital building at the May Committee meeting. In addition, Mr. McCarthy has invited Carson Nugget representatives to the May meeting to discuss partnership opportunities. Mr. McCarthy is in the process of developing a PowerPoint presentation on the Redevelopment Authority Citizens Committee budget. In response to a question, he advised that a salon-type tenant will be moving into the former Lofty Expressions space.

**E. ACTION ON ADJOURNMENT (1-2336)** - Member Cowan moved to adjourn the meeting at 7:21 p.m. Member Valenti seconded the motion. Motion carried 9-0.

The Minutes of the April 14, 2004 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this 12<sup>th</sup> day of May, 2004.

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ROBIN L. WILLIAMSON, Chair