

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, June 21, 2007, 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 Marv Teixeira, Shelly Aldean, Pete Livermore, and Richard S. Staub

STAFF PRESENT: City Manager Linda Ritter, Clerk-Recorder Alan Glover, Finance Director Sue Johnson, Parks and Recreation Director Roger Moellendorf, Redevelopment/Economic Development Manager Joe McCarthy, Chief Deputy District Attorney Melanie Bruketta, and Recording Secretary Katherine McLaughlin (BOS 6/21/07 Recording 10:16:45)

NOTE: Unless otherwise indicated, each item was introduced by staff's reading/outlining/clarifying the Agenda Report and/or supporting documentation. Staff members making the introduction and any other individuals who spoke are listed immediately following the item heading. A recording of these proceedings is available for review and inspection during normal business hours.

Mayor Teixeira 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 for this date for discussion/action on the other Agenda items.)

A. ACTION ON APPROVAL OF MINUTES 5-17-07 (10:17:05) - Member Livermore moved to approve the May 17, 2007, Redevelopment Authority Minutes as presented. Member Aldean seconded the motion. Motion carried 5-0.

B. OFFICE OF BUSINESS DEVELOPMENT - Manager Joe McCarthy -DISCUSSION AND ACTION TO HAVE THE REDEVELOPMENT AUTHORITY AGREE TO MATCH UP TO 50 PERCENT OF THE COST OF A PROPOSED \$65,000 CONTRACT NOW BEING CONSIDERED BY THE CARSON CITY CONVENTION AND VISITORS' BUREAU TO ENGAGE THE PROFESSIONAL SERVICES OF ROGER BROOKS, A PRINCIPAL OF DESTINATION DEVELOPMENT, INC, TO DEVELOP A CARSON CITY BRANDING, DEVELOPMENT AND MARKETING ACTION PLAN (10:17:33) - Convention and Visitors Bureau Executive Director Candace Duncan - Discussion explained the purpose of the program, justified splitting the cost between the Bureau and the City, and stressed the need for the "brand" to fit the entire City and not just the downtown area. Mr. McCarthy also felt that the downtown area will be "married" to the V&T Railroad reconstruction project which will assist it with keeping the tourists in the downtown area. Ms. Duncan advised that the Bureau is still obtaining information regarding the program. Its Board has not yet taken formal action on the program. The branding must be more than just the affiliation with the V&T Railroad. Although a lot of the contract is allocated to defining the term "branding", consideration is also given to how it is developed. It is to be more than historical factors regarding the community. It also needs to open

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the door for outside investors who will see the private/public involvement/investments which have already occurred. The outside investors will then want to become involved with the programs in Carson City. Chairperson Williamson explained Dan Moody's efforts to develop a similar program for the downtown area several years ago. She complimented him on his dedication and efforts. She also noted Myra MacKenzie's efforts with different shopping centers. She felt that these efforts need to be tied to the proposed program and involve the community as a whole. She believed that Mr. Brooks has the ability and talent to provide a brand that fits the entire community and not just a section. She also pointed out that some of the work has already been done which is why the original price was negotiated downward. Discussion ensued concerning whether the V&T will be constructed in time to be a part of the branding. Member Teixeira explained the Commission to Reconstruct the V&T believes that it will be constructed by 2011. He also felt that the brand needed to be tied to the City's logo, seal and flag. His support of the contract was indicated even though he had a few questions regarding it. Additional comments were solicited but none were given. Member Teixeira moved that the Redevelopment Authority commit up to \$32,500 from the Redevelopment Authority to the branding effort being coordinated by the Convention and Visitors Bureau. Member Livermore seconded the motion. Motion carried 5-0.

There being no other matters for consideration by the Redevelopment, Chairperson Williamson adjourned the Redevelopment Authority. Chairperson Williamson immediately realized that there is an additional item for consideration by the Redevelopment and reconvened the Authority. (The entire Authority was present, constituting a quorum.)

C. FINANCE - Director Sue Johnson - ACTION TO ADOPT A RESOLUTION TO AUGMENT AND AMEND THE CARSON CITY REDEVELOPMENT AUTHORITY FY 2006-07 BUDGET IN THE AMOUNT OF \$204,147 (10:33:30) - Following Ms. Johnson's introduction, comments were solicited. None were given. Member Livermore moved to adopt Resolution No. 2007-RAR-3, A RESOLUTION TO AUGMENT AND AMEND THE CARSON CITY REDEVELOPMENT AUTHORITY FISCAL YEAR 2006-07 BUDGET IN THE AMOUNT OF \$204,147,000. Member Aldean seconded the motion. Following a request for clarification of the amount, Member Livermore amended his motion to be for \$204,147. Member Aldean concurred. Motion carried 5-0.

There being no other matters for consideration by the Redevelopment Authority, Chairperson Williamson adjourned the Authority and returned the gavel to Mayor Teixeira.

The Minutes of the June 21, 2007, Carson City Redevelopment Authority meeting

ATTEST:

ARE SO APPROVED ON August 16, 2007.

/s/
Alan Glover, Clerk-Recorder

/s/
Robin Williamson, Chairperson