

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the May 20, 2008 Meeting

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A meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Tuesday, May 20, 2008 in the City Hall Executive Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson

Jed Block

Gary Cain

Mike Cowan

Stan Jones

Dan Neverett

Gigi Valenti

STAFF: Joe McCarthy, Business Development Manager

Tammy Westergard, Deputy Business Development Manager

Jennifer Pruitt, Planning Division Senior Planner

Kathleen King, Recording Secretary

NOTE: A recording of these proceedings, the committee's agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record, on file in the Clerk-Recorder's Office. These materials are available for review during regular business hours.

A. CALL TO ORDER AND DETERMINATION OF QUORUM (1-0012) - Chairperson Williamson called the meeting to order. At her request, the committee members, City staff, and citizens present introduced themselves for the record. A quorum of the committee was present. Members Cain, Jones, and Valenti arrived at various times throughout the meeting.

B. ACTION ON APPROVAL OF MINUTES - March 12, 2008 (1-0023) - Member Neverett moved approval of the minutes. Member Cowan seconded the motion. Motion carried 4-0.

C. PUBLIC COMMENT ON NON-AGENDIZED ITEMS (1-0039) - None.

D. DISCUSSION AND POSSIBLE ACTION TO RECOMMEND TO THE REDEVELOPMENT AUTHORITY A STRATEGY TO ALLOCATE CERTAIN INCENTIVE FUNDING TO SPECIFIC PUBLIC AND PRIVATE PROJECTS WITHIN REDEVELOPMENT PROJECT AREA NO. 1; and
F. DISCUSSION AND POSSIBLE ACTION TO RECOMMEND A FUNDING MATCH TO JOIN WITH THE REGIONAL TRANSPORTATION COMMISSION'S ("RTC") PROPOSED SIDEWALK NETWORK IMPROVEMENT PROGRAM AND THE COMMUNITY DEVELOPMENT BLOCK GRANT ("CDBG") ADA IMPROVEMENT PROJECT FOR STREETSCAPE PROJECTS WITHIN THE DOWNTOWN AREA (1-0046) - Chairperson Williamson introduced this item. Mr. McCarthy referred to the \$1 million bond proceeds set aside by the Redevelopment Authority, which staff was directed to freeze in the hopes of identifying a project which would include a parking garage structure in the downtown redevelopment area. He advised that the Redevelopment Authority would continue to be encouraged to "put that money to good use for viable projects." He further advised of having forwarded to the Redevelopment Authority, at their January meeting, the committee's recommendation to "unfreeze the million dollars to allow us to continue to do projects." After much discussion, the Redevelopment Authority requested Mr. McCarthy to "bring ... good

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projects” which they will consider on an individual basis. The Redevelopment Authority was not inclined to freeze the money but was inclined to review good projects. The Redevelopment Authority was very supportive of providing incentive funding for the St. Charles Hotel rehabilitation / Firkin & Fox improvements. Mr. McCarthy advised of direction from Mayor Teixeira to present public / private incentive projects as well as public projects which will provide for enhancing the quality of the downtown experience.

Mr. McCarthy suggested returning to the Redevelopment Authority with a recommendation to allocate \$300,000 toward infrastructure / streetscape improvements. This would include additional streetscape improvements on Third Street and the east and west sides of Proctor and Telegraph Streets, possibilities for which Mr. McCarthy described. [Member Cain arrived.] Mr. McCarthy expressed the belief that Community Development Block Grant (“CDBG”) funding may be available for streetscape / ADA improvements in the downtown. In response to a question, he clarified that “streetscape improvements” translate to sidewalks, drainage, lights, plants, stamped concrete, etc. He discussed opportunities to leverage other funding sources, available redevelopment funding, and the settlement agreement between the City and the Carson Nugget. He suggested considering a recommendation to the Board of Supervisors to set aside \$300,000 for FY 08 / 09 “to partner with RTC and with CDBG to get street lights, sidewalks, drainage improvements, along Curry Street. [Member Jones arrived.] Mr. McCarthy referred to the memo which had been distributed to the committee members.

In response to a question, Mr. McCarthy advised that the recently-approved Redevelopment Authority budget, which was forwarded to the State Department of Taxation, includes both project areas. He further advised there is very little tax increment increase from project area number 1. In response to a question, Mr. McCarthy advised that approximately \$450,000 was allocated toward debt service. The remainder of the budget was allocated toward events and administration. In response to a further question, Mr. McCarthy advised that personal property tax declarations were recently submitted and the Assessor won’t have the unsecured tax roll figures until after July 1st. “At that point in time, we’ll have a much better idea if we got any boost in our increment at all.”

Mr. McCarthy referred to the memo which had been distributed to the committee members. He was uncertain as to the cost associated with the streetscape improvements, but suggested that a contribution of \$300,000 from the frozen bond proceeds could match with RTC funding and with CDBG ADA sidewalk improvements funding to create a “much better set of streets and drainage, lighting, and landscape from about where the Brower-Bath building is down to Third Street along Curry Street. In response to a question, he reviewed the various possible funding mechanisms, as previously mentioned. In response to a further question, he reviewed the recommended allocation of funding toward the sidewalk improvement project, which would include construction management, concrete, and lighting costs.

Mr. McCarthy advised he would be requesting to allocate funding toward the construction of a brand new, downtown, portable stage that would be housed at the Brewery Arts Center and used for redevelopment-sponsored events. At his request, Ms. Westergard reviewed details of the portable stage design.

Member Jones inquired as to whether property owners adjacent to sidewalks to be improved “like the Horseshoe” would be contributing to the improvement project. Mr. McCarthy and Chairperson Williamson explained legislation which assigned the responsibility for sidewalk improvements solely to the City. Mr. McCarthy acknowledged the responsibility of the property owners to participate “in some fashion.”

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Member Jones expressed reluctance to fund all of the cost. Chairperson Williamson suggested requesting the property owners to participate.

Member Jones advised that the Downtown Consortium Beautification Committee will be approaching the Redevelopment Authority for funding, and suggested holding some of the funding in abeyance. In response to a question, Mr. McCarthy suggested making a recommendation to allocate a certain amount of funding with the idea of requesting adjacent property owners to participate. Member Jones expressed concern over the importance of installing directional / wayfinding signage. Member Block suggested keeping in mind that the property owners along Carson Street will be requested to participate in street frontage improvements once NDOT returns Carson Street to the City. [Member Neverett left the meeting; a quorum was still present.]

In reference to the recently-completed streetscape improvements adjacent to Kim Lee's Sushi, Chairperson Williamson advised that Kim Lee's representatives had pointed out that the In Good Taste store had also completed streetscape improvements and that "for another \$3,000, we could do the whole sidewalk so it's not new, new, old, old." Chairperson Williamson advised that redevelopment funding was allocated to cover the cost. She noted the importance of continuing similar cooperative efforts.

Member Block suggested that the committee members submit photographs of streetscape safety hazards in the redevelopment area. Member Jones advised that Karen Abowd had taken time to "walk the town" as a member of the Downtown Consortium Beautification Committee. Member Valenti suggested presenting the proposed improvements in phases, following a prioritization. Mr. McCarthy suggested advising the Redevelopment Authority of the intent to present a series of opportunities which are yet to be prioritized, and "that you'll bring them back very specifically what those projects are at the Redevelopment Authority meetings" with specific cost estimates. He reviewed various project opportunities. Member Valenti expressed a preference to have the priorities and funding amounts remain flexible.

Chairperson Williamson entertained a motion to recommend setting aside funding to match CDBG and RTC for infrastructure, sidewalk, and lighting improvements on a project-by-project basis to be prioritized by this committee and presented to the Redevelopment Authority. Discussion followed, and Member Jones expressed a preference to fund the stage "because it's a money-making" project. In response to a question, Mr. McCarthy estimated the cost of the portable stage at \$50,000 to \$60,000. He acknowledged this would be allocated from the previously-discussed \$300,000. Additional discussion took place, and Mr. McCarthy advised that he and Ms. Westergard would proceed to solicit bids for the various projects. **Member Cain moved to release \$50,000 for the development and construction of the portable stage, with the caveat that, if at all possible, the work should be done in Carson City.** Following discussion, **Member Cain amended his motion to indicate a not-to-exceed amount of \$60,000.** **Member Jones seconded the motion. Motion carried 6-0.**

Chairperson Williamson entertained a motion. **Member Valenti moved to allocate \$200,000 to \$240,000 for beautification of Carson City to be allocated on a project-by-project basis as determined by the Redevelopment Authority Citizens Committee; beautification including, but not limited to, sidewalks, lighting, streetscape, drainage, and landscape within redevelopment project area number one.** **Member Cain seconded the motion. Motion carried 6-0.**

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E. DISCUSSION AND POSSIBLE ACTION REGARDING AN INCENTIVE APPLICATION FROM 302 NORTH CARSON LLC REGARDING THE REDEVELOPMENT PROJECT ASSOCIATED WITH DOPPELGANGER'S BAR & GRILLE (1-0470) - Mr. McCarthy introduced this item, and advised that \$80,000 of the previously-awarded \$100,000 incentive was refunded by the Stewart family because of the declining lien. Discussion took place to explain the declining lien provisions. Mr. McCarthy referred to the incentive funding application which had been distributed to the committee members. In response to a question, he advised that the lien on the property would be attached to the location of the business on three separate parcels. Member Block suggested clarifying the parcel numbers to which the incentive funding would be awarded and the lien would be attached.

John Sieben provided background information on the original concept to "rescue or help Stew's continue on with their operation." Subsequently, a proposal was developed to take over and renovate the property with a slightly different concept. Mr. Sieben discussed the bar and grille concept with a brewery. He noted the 17 slot machines with a non-restricted gaming license. He advised of having considered the building "as four revenue centers," including the brewery, the bar and grille, the pizzeria, and the patio. He explained the purpose of the patio to create a "slightly different eating experience out back that takes in downtown but also a different clientele." He advised that Doppelganger's beer is being served in other bars around Carson City, in Minden and Gardnerville, in Reno and Sparks, and at Lake Tahoe. He explained that the beer is produced and kegged at 302 North Carson Street, sent to a cold storage warehouse on Empire Ranch Road, and distributed to other establishments. There are currently 28 bars and restaurants which serve Doppelganger's hand-crafted beer. By increasing beer sales revenue, the "glass price" has been reduced making it economical to sell the beer over the bar. The menu has been changed from sports bar food to "a little bit more upscale," including pastas, burgers, salads, pizzas, and a dinner menu. The chef is from a five-star San Francisco restaurant. Mr. Sieben advised that the brewery "is actually right on target," and that he expects it "to be doing 100 kegs a month" by August. In response to a question, he provided an overview of the beer production process. Mr. Sieben advised of the intent to keep the gaming aspect relatively small. "I don't see us turning it into a full-blown casino any time soon." He discussed the home-delivery concept, specifically targeting the west side of town. He advised that Doppelganger's has the only fully-operational outdoor bar in Carson City. In response to a question, he advised of the intent to open the patio by 4:00 p.m. on May 21st.

Alan Adams discussed the intent to convert Doppelganger's to "an interesting place to come. It has unique features for downtown Carson and, as you know, we have lots of reason to want Carson to succeed." Mr. Sieben advised that the accounting system tracks tickets and guests. As of last Friday evening, "a little over 70,000 people" had "gone through our doors" since Doppelganger's opened in September. Mr. Sieben estimated 1,400 to 1,500 customers on Friday nights. He estimated two-thirds that amount on Saturday nights. Mr. Adams discussed the live music offered at various times. Mr. Sieben reviewed the scheduled weekly activities. Chairperson Williamson expressed appreciation for the building not having "gone dark."

In response to a question, Mr. Sieben advised that "like all construction development projects, you start out with a vision and it gets away from you." He discussed the "mixed concepts" for the patio "to create an ambience out there that attracts the type of customer base that we need in order to survive." He advised that the budget is "under control," and that the subcontractors are "all paid current. There's no bills outstanding on this right now." "The big issue was ... that we did make a few changes. We changed from cedar to all hard redwood." Mr. Sieben discussed the intent to "put some more money into the landscape. We want to put some trees into the sidewalk." In reference to the presentation of the previous agenda item,

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he expressed the opinion that Curry Street should be “dressed up a little bit more.” [Member Valenti arrived.] Mr. Sieben advised that “Doppelganger’s is only one part of the picture.” He discussed the recent purchase of the Stewart Title and “Gary Sheerin” buildings “because we see that potential to tie downtown together.” He discussed the intent to tear the Stewart Title building down and reconstruct a building that “incorporates Doppelganger’s in the theme and creates population base in downtown.” He discussed the lack of downtown population base, and noted that all the downtown businesses suffer “because the crowd goes away at 5:00.” He discussed the intent to “tie the Stewart Title building property and Proctor Street and Doppelganger’s together to create a mixed use building and give us a population downtown.” In response to a question, he clarified the goal was not to create one building. “We are looking for a connection so that we can have an entrance-way off of Carson Street and a really nice façade and entrance-way off Curry Street.” In response to a further question, he discussed his concept for the ground floor to have retail, the second floor to have commercial offices, and the third and fourth floors to be condominiums. “We would tie that to the parking garage that the City is trying to build.” Mr. Sieben reiterated the purpose of the Doppelganger’s patio.

Discussion took place regarding the proposal. In response to a question, Ms. Pruitt advised that the Stewart Title building is not located within the historic district. Discussion followed, and Chairperson Williamson entertained a motion. **Member Cain moved to release the \$100,000 to the Doppelganger’s crew for a project well done. The motion was seconded.** Member Block suggested specifying that the incentive funding would be allocated to the two parcels within the 300 block of Carson Street. In response to a question, Mr. Sieben advised that all assessed property taxes have been paid. He explained the designation of parcel numbers and legal addresses for the subject and adjacent properties. Chairperson Williamson called for a vote on the pending motion; **motion carried 7-0.** Mr. McCarthy advised that he would forward the recommendation to the Redevelopment Authority at their June 5th meeting.

G. PRESENTATION BY PLANNING DIVISION SENIOR PLANNER JENNIFER PRUITT REGARDING THE CERTIFIED LOCAL GOVERNMENT (“CLG”) GRANT 32-07-21632, HISTORIC STRUCTURES REPORTS FOR ST. PETER’S EPISCOPAL CHURCH AND THE UNITED METHODIST CHURCH OF CARSON CITY (1-2720) - Chairperson Williamson introduced this item. Ms. Pruitt provided background information on the CLG grant and the First Presbyterian Church demolition project which was presented to the Historic Resources Commission in 2005. Following a lengthy process involving City representatives, Historic Resources Commissioners, and other agency representatives and individuals, the First Presbyterian Church ultimately revised their project in 2006. Ms. Pruitt explained that the entire process caused Planning Division staff to become more aware of the need to be proactive regarding projects presented before the Historic Resources Commission.

Ms. Pruitt provided an overview of the purpose for the historic structures reports for St. Peter’s Episcopal and the United Methodist Churches. She discussed the qualifications and experience of the two consultants, an architectural historian and an architect, both from the State of Virginia. She reviewed the process by which the draft historic structures reports were prepared, noting the involvement of Historic Resources Commissioners, Planning Division and other City staff, and church representatives. She anticipates that the final historic structures reports will be available on CD.

In response to a question, Ms. Pruitt advised that there were currently no applications from either of the churches on file with the Planning Division. Mr. McCarthy advised that St. Peter’s Episcopal Church representatives had expressed past concerns over the church steeple. Chairperson Williamson advised that

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the historic structures reports were very appreciated by the churches and the historic district property owners. Ms. Pruitt discussed the significance of the historic structures reports to Planning Division staff. The committee members thanked Ms. Pruitt for her presentation.

H. PRESENTATION BY ROBIN WILLIAMSON AND TAMMY WESTERGARD ON THE COORDINATION EFFORTS CURRENTLY BEING OFFERED BY THE OFFICE OF BUSINESS DEVELOPMENT IN FACILITATING SPECIFIC DOWNTOWN SUMMER EVENTS (1-1454) - In response to a comment, Mr. Sieben suggested scheduling a meeting between Ms. Westergard and the Doppelganger's events coordinator to consider events. Discussion took place with regard to the same.

(1-3208) Ms. Westergard narrated a PowerPoint presentation of summer event opportunities from June through October. Events which have been supported by redevelopment for a number of years will continue. New events include Friday night music on Third Street or Telegraph Square, and a Farmer's Market in the Third Street parking lot on Saturdays, with associated other events such as community garden demonstrations, a pop-up park, art as music at the Brewery Arts Center and the soon-to-be-opened Laxalt Plaza. Ms. Westergard described the area of the Downtown Promenade, "sending folks throughout the 36 blocks of the downtown toward all the wonderful restaurants and retail." She displayed and described samples of the banners which will hang on the lampposts along Curry Street advertising the Downtown Promenade activities.

(2-0012) In response to a question, Ms. Westergard explained that the banners and activities scheduled for the summer season will create an identity. She discussed the importance of moving forward "so people can understand how these things work and then maybe there will be less conversation about what something looks like and more understanding of what happens when you use that same one thing over and over and how effective it is."

Ms. Westergard described the coordination efforts as a "three-legged stool," to add some programming while continuing to support the programming that has always been supported by the committee; to improve circulation and signage with the banners; and to accomplish an over-arching outreach program through these vehicles. She advised of an exclusive partnership with the *Carson Times*, and that a quarter-page, full-color advertisement will be included in the *Reno Gazette-Journal* every Saturday. "This is part of our effort to attract from the south-Reno market." In response to a question, Ms. Westergard advised that the two primary sponsors of the Saturday Farmer's Market are the *Carson Times* and Trader Joe's. She discussed the various Farmer's Market vendors, and local advertising outreach. The committee members commended Ms. Westergard on the presentation. [Member Valenti left the meeting.]

I. UPDATE ON OTHER REDEVELOPMENT INITIATIVES (2-0675) - Chairperson Williamson and Ms. Westergard discussed Downtown Consortium activities, including a clean up scheduled for Saturday, June 7th. Chairperson Williamson advised that the flower baskets are in the process of being planted and are anticipated to be ready the first of June. In response to a question, Member Jones discussed Downtown Consortium Beautification Committee plans. Mr. McCarthy advised of a meeting scheduled with Roger Brooks on May 21st. He further advised that, at their first meeting in June, the Board of Supervisors would be selecting the Cultural Commission members. At Mr. McCarthy's request, Ms. Westergard discussed the federal government's Institution of Museum and Library Services leadership

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grant, and her recent visit to Washington, D.C. together with City Library Director Sarah Jones. Discussion took place regarding recent improvements to Kim Lee's Sushi, anticipated improvements to D'Vine Wine, and the opening of Bella Fiore.

J. ACTION ON ADJOURNMENT (2-1563) - Member Cowan moved to adjourn the meeting. The motion was seconded and carried 5-0.

The Minutes of the May 20, 2008 Carson City Redevelopment Authority Citizens Committee meeting are so approved this 7th day of January, 2009.

ROBIN L. WILLIAMSON, Chair