

CARSON CITY REDEVELOPMENT AUTHORITY
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A meeting of the Carson City Redevelopment Authority was held during the regularly scheduled Board of Supervisors meeting, on Thursday, September 17, 2009 in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Vice Chairperson Shelly Aldean
Member Robert Crowell
Member Pete Livermore
Member Molly Walt

STAFF: Larry Werner, City Manager
Joel Benton, Senior Deputy District Attorney
Kathleen King, Recording Secretary

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

22. CALL TO ORDER AND DETERMINATION OF QUORUM (10:36:04) - Chairperson Williamson called the meeting to order at 10:36 a.m. All members were present constituting a quorum.

23. ACTION ON APPROVAL OF MINUTES (10:36:15) - None.

24. PARKS AND RECREATION DEPARTMENT

24(A) ACTION TO ADOPT A RESOLUTION ADOPTING AND APPROVING AN INTERLOCAL CONTRACT BETWEEN CARSON CITY, A CONSOLIDATED MUNICIPALITY AND POLITICAL SUBDIVISION OF THE STATE OF NEVADA, AND THE CARSON CITY REDEVELOPMENT AUTHORITY, A REDEVELOPMENT AGENCY ORGANIZED PURSUANT TO CHAPTER 279 OF THE NEVADA REVISED STATUTES AND POLITICAL SUBDIVISION OF THE STATE OF NEVADA, TO PROVIDE FOR THE ARLINGTON SQUARE ICE RINK FOR THE WINTER / HOLIDAY PERIOD OF 2009 / 2010, AND OTHER MATTERS PROPERLY RELATED THERETO (10:36:18) - Parks and Recreation Director Roger Moellendorf introduced this item, and reviewed the agenda report. In response to a question, he discussed the intention to reduce the subsidy as much as possible for operation of the ice skating rink. "This would be an expenditure by the RDA so it would be money not spent by the RDA." Mr. Moellendorf acknowledged that if operational expenditures exceed the \$135,405, an additional allocation of redevelopment funding would be required. Vice Chairperson Aldean encouraged Mr. Moellendorf to strictly adhere to the budget in order to keep expenses under control. Mr. Benton explained the provisions of Section III, Paragraph D, in response to a question. Vice Chairperson Aldean reviewed typographical corrections to the contract included in the agenda materials.

In response to a question, Mr. Moellendorf advised that concessions will be included in the Parks and Recreation Department operation of the ice skating rink. He acknowledged that the opportunity for advertising and printing will be offered to community vendors. He responded to questions of clarification regarding the figures reflected in the application included in the agenda materials. Member Livermore suggested that a contingency amount should have been included in the budget, and discussion followed.

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Mr. Moellendorf advised that the budget does not include a contingency, and that revenues and expenditures will be closely monitored. Any anticipation of significantly overrunning the proposed budget will be agendaized for review by the Redevelopment Authority. Member Livermore advised of having wholeheartedly supported the ice skating rink during the first year based on the business plan presented at the time. He expressed concern over the City's assets, and support for recreation activities for families.

In response to a question, Chairperson Williamson referred to Section IV of the interlocal contract, and noted the Redevelopment Authority's responsibility for marketing support. She advised that advertising and marketing will include the sale of sponsorships and dashboard advertising. Mr. Moellendorf advised that cross-promotion is included in the Redevelopment Authority's responsibility. Discussion followed, and Mr. Moellendorf responded to additional questions of clarification regarding the provisions of the interlocal contract. In response to a previous question, Vice Chairperson Aldean read a portion of Section XII, Termination, into the record and noted the option to terminate the agreement in the event the allocated funding is determined to be insufficient to continue operation.

Chairperson Williamson opened this item to public comment. (10:52:25) Jennifer Verive Cain expressed support for the ice skating rink. She requested the Redevelopment Authority to consider proactive communication "with the residents and the businesses that are directly affected by this ice rink." She advised of having received no communication from the City last year "that an ice rink with a very high voltage hum generator ..." would be installed adjacent to her family's residence. She expressed surprise over the lack of communication, and discussed her family's active involvement in community organizations.

(10:54:36) Frieda Ford, a member of the Friends of the Library Board, advised that the Friends of the Library had financially supported the ice skating rink last year. She expressed support for this year's ice skating rink, and for downtown events in general. At Chairperson Williamson's request, she provided an overview of the Oktoberfest event scheduled for Saturday, September 19th.

(10:57:00) Lucia Munoz read into the record a letter, dated September 17, 2009, copies of which had been previously distributed to the Board members and the Clerk.

(10:59:54) John Wagner expressed continued opposition to the ice skating rink, and a preference for the proposed \$135,405 allocation to be spent in another area. He expressed further opposition to the proposed location, and suggested the Pony Express Pavilion instead. He further suggested that a permanent ice skating rink should be considered in another location. Chairperson Williamson explained the requirement to use redevelopment funds in the redevelopment area, and the purpose of the ice skating rink to draw patrons to downtown businesses.

(11:03:35) Jenny Lopiccolo, owner of Coldwell Banker Bestsellers, a downtown property owner, and a long-time Carson City resident, reiterated that redevelopment funds are "not general taxpayer funds." She advised that she pays "those taxes" as a property owner in the downtown redevelopment area. She expressed full support for the ice skating rink, and the opinion that the first year was "a great success." She anticipates more success this year and in future years. She agreed that \$135,405 "is a lot of money ..." and advised that she would be allocating \$500 from her business as a sponsor of the ice skating rink. In reference to Ms. Ford's comments, she agreed the ice skating rink "is a quality of life issue." With regard to the community's quality of life, she provided anecdotal information regarding 42 families who will be

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moving to Carson City from Seattle, Washington as part of a business relocation. She advised of having discussed with these families the quality of life in Carson City, Dayton, and the surrounding areas. "Every question ... that generated debate ... was in regard to quality of life." Ms. Lopiccolo advised that the families to whom she spoke were "extremely impressed by the events ... held here." She expressed the opinion that Carson City's quality of life attracts people to this area.

(11:06:42) Mark Beauchamp, of Shaheen Beauchamp Builders, advised that his family visited the ice skating rink on multiple occasions last year, and had subsequently frequented downtown restaurants for lunches and dinners. He encouraged the Redevelopment Authority's support of this year's ice skating rink, and expressed the opinion that "it fits the vision ... and what I've seen Carson City present." He expressed the further opinion that the ice skating rink "added a vitality and a vibrancy to the downtown." He described it as "another green shoot in downtown Carson City. It's a beginning. It needs to be invested in and given a chance." He advised that Shaheen Beauchamp Builders sponsored the ice skating rink last year and will do so again this year.

(11:08:04) Jed Block advised that he is a downtown business owner and serves as the Chamber of Commerce representative to the RACC. He expressed opposition to the ice skating rink "because as a business person, that doesn't make any sense." He expressed regret "that people have to have an ice skating rink, they have to have something to do to come downtown." In consideration of the Redevelopment Authority's anticipated approval of the interlocal contract, he challenged the downtown business owners to take advantage of the opportunity. He advised that the ice skating rink "doesn't do a bit of good" for his business. He advised of having supported the ice skating rink as a sponsor last year.

(11:11:07) Brewery Arts Center Executive Director John Procaccini advised that the Brewery Arts Center's "life or death is dependent upon people coming to this town." He expressed support for the ice skating rink and advised that the Brewery Arts Center "plays a big role in it."

(11:12:53) Heather Ware, a local business owner, provided an overview of her family's residence in Carson City and her community service involvement. She expressed support for quality of life and for "events in this town by attending them." She advised that her business also supports special events through paid advertising. She emphasized "not one of these events has benefitted [her] business. ... We do what we do because we believe that this is how you participate in a community as a business owner and a resident." She expressed opposition to the ice skating rink. She expressed understanding "that this is redevelopment money ..., that this is a quality of life initiative, ..." She noted the \$262,000 budget "for a temporary ice skating rink." She reviewed the calculations by which the \$135,405 figure was determined. "Nobody knows if that number is accurate. How many tickets are we really going to sell?" Ms. Ware stated, "Last year, this ice skating rink tore apart my downtown ... because of how small businesses were treated in this town. It tore it apart because money was taken from small businesses in promise of advertising that was never delivered." She expressed the belief that the Redevelopment Authority had already made a decision on this item. She advised of having been inundated with e-mails and telephone calls from fellow business owners. She discussed the results of an informal poll she conducted at last Saturday's pop-up park.

In reference to the budget, Ms. Ware noted "\$200,000 in contract costs for building costs." She suggested, "You already paid half of these people last year to do this once." She further suggested many of the costs "should already be covered in material and equipment they had to buy the first time," and that some of the contractors "might be able to help us out there." She expressed the opinion, "You are just giving this

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money away. It is a huge financial loss and it's one we're willing to absorb because of quality of life." She suggested giving "it to the people," and advised that 85 percent of the daycare fees for children enrolled in Kidding Around Day Care are subsidized by Children's Cabinet. She reviewed the following proposal by Ware Consulting: Allow people to donate "one can of food for a dollar off a ticket; two cans of food for \$2.00 off a ticket; maximum of \$2.00 per ticket." This will enable lower income families to participate in the ice skating rink and, at the same time, build the food bank. Ms. Ware clarified that, after having checked with F.I.S.H. representatives, the canned goods donations can only be collected as donations. She advised that F.I.S.H. has offered to absorb the administrative costs associated with collecting and distributing the canned goods to the six food pantries in Carson City. She advised that Jeff Fast had stated, "F.I.S.H. is in support of any decision the City makes to help the needy in our area." She further advised that White Cat Antiques "was devastated by the ice skating rink." She requested the Redevelopment Authority's consideration of the following: that the White Cat Antiques owners be allowed to place parking signs in front of their shop; that the Redevelopment Authority should complete and submit the necessary paperwork and pay for any associated cost; that the ice skating rink fence "should be lower so that [it] can be seen by people driving by," and that appropriate identifying signage should be placed on the exterior of the ice skating rink; that more than one entrance and exit should be established; that local vendors should be used for coffee and food; that the employees be trained in customer service and friendliness; and that bleachers be placed for people who cannot or do not wish to skate. Ms. Ware reiterated her opposition to the ice skating rink, "but if you do it, I ask that you get creative."

Member Walt advised of having previously spoken with Mr. Moellendorf about the canned food donations, placing the bleachers, and the parking issues. She assured Ms. Ware she was "being heard," and disagreed that the Redevelopment Authority members had already made a decision on this item. Member Crowell thanked Ms. Ware for her family's community contributions. He acknowledged her differing point of view, and expressed appreciation for her presentation. He expressed the opinion that "we do ourselves somewhat of a disservice if we start putting people on one side of the ice rink fence and the other." He advised that whether or not the ice rink is supported, everyone he's talked to supports quality of life measures and family values. He advised of having received a letter from Clark Russell, and noted that the Carson Station and the Russell family have contributed over \$1 million to the Boys and Girls Clubs, representing "a huge commitment to family values and to our quality of life." In consideration of the difficult times, he acknowledged the number of families "who are definitely hurting." He expressed the hope that "when this is all said and done, we can say, 'We brought our ideas ..., we understand that money is important, but we all support family values, we support quality of life, we support redevelopment efforts to bring people here.'" He expressed the opinion there is no way to encourage businesses to locate or relocate to Carson City "unless we provide a quality of life that is desirable ..." He expressed understanding for the pros and cons of the ice skating rink. "At the end of the day, ... for the enthusiasm and for the level of ... community spirit that something like this can provide, if we get behind it, we're doing ourselves a benefit." Member Crowell expressed appreciation for the constructive criticism and acknowledged the need to do some things differently this year. Being able to quantify the benefit of the ice skating rink, "we can then make a reasoned decision on whether or not we want to buy an ice rink or we want to put an ice rink somewhere else in this community." Member Crowell reiterated his appreciation for Ms. Ware's presentation.

Member Livermore expressed support for quality of life and "appropriate measures of spending the money to make sure we get the biggest bang." He expressed appreciation for the fact that the ice rink had "finally been identified as a recreation program or facility." He suggested that the Recreation Division should "really go after and develop and build a recreation, whether it's 60 days, 90 days, year-round ... within the

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limits that we have.” He reviewed the costs associated with the ice skating rink in consideration of the needy families mentioned by Ms. Ware. He expressed concern that “we’re not doing everything for everybody; we’re doing something for something.” He expressed additional concern over utilizing public money to create a downtown event. He expressed a preference to use “that public money to create a recreation program in a recreation facility somewhere.” He suggested that the capital costs for a permanent ice skating rink would have been covered by what was spent last year and what is proposed to be spent this year for the temporary rink. He reiterated concern over allocating funding for a downtown business event “to promote something when we should be looking at spending that money on a recreation program and doing something for everybody.”

(11:29:02) Alyssa Harrison recognized “all the wonderful things about Carson City ...” and advised that she is very involved in PTO. She expressed concern over “Carson dying.” She advised of having recently reviewed Carson City’s mission statement, and read a portion of the same into the record. She further advised that Carson City’s population under the age of 18 is 23 percent, “almost 1/4 the population.” She noted this segment of the population “doesn’t drink, ... can’t go into a casino.” She advised that, as an adult, she does not drink or frequent casinos. She expressed appreciation for events such as Fridays at Third, but noted they are not family-oriented. She expressed support for more family-oriented activities. She commended Carson City parks as “beautiful and awesome,” and advised she spends lots of time in them. She recognized the fiscal deficits, but reiterated that portion of the City’s mission statement which focuses on preserving and enhancing the community’s quality of life. She expressed support for the ice skating rink, at least for a second year, and advised of having spoken with her PTO board about scheduling events. She advised that the Carson City School District has 7,900 students enrolled, and that there are nearly 9,000 school aged children in the community. She expressed the opinion there are a lot of young families who would frequent the ice skating rink, and anticipates income will be much higher this year.

(11:32:17) Lenny Chapel, of Platinum Salon and President of the Carson City Downtown Business Association, advised that the ice skating rink was agendized for discussion at a recent Downtown Business Association meeting. He further advised that the Downtown Business Association is comprised of 63 downtown business owners, and that there were more “for this ice skating rink than against.” He further advised of having asked if the Downtown Business Association members would support the ice skating rink if the Redevelopment Authority and the Board of Supervisors passed this item. He expressed the belief that the support of the Downtown Business Association members was unanimous.

Vice Chairperson Aldean explained her willingness to support the ice skating rink this year “to give us, as a community, an opportunity to support it in the manner it should be supported.” She expressed the hope that downtown area businesses will help to quantify the positive economic impacts “by perhaps offering a discount” to anybody wearing an ice skating rink wrist band. She discussed the importance of quantifying the impacts of the event, and requested Mr. Chapel to request the Downtown Business Association members to assist. Mr. Chapel expressed a willingness to assist in this manner and in any other way possible.

Chairperson Williamson called for additional public comment and, when none was forthcoming, entertained a motion. **Member Walt moved to adopt Resolution No. 2009-RAR-4, a resolution adopting and approving an interlocal contract between Carson City, a consolidated municipality and political subdivision of the State of Nevada, and the Carson City Redevelopment Authority, a redevelopment agency organized pursuant to Chapter 279 of the Nevada Revised Statutes and**

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political subdivision of the State of Nevada, to provide for the Arlington Square Ice Rink for the winter / holiday period of 2009 / 2010, and other matters properly related thereto. Member Crowell seconded the motion. Member Livermore requested Member Walt to include in her motion the previously-stated revisions to the interlocal contract, and the fiscal impact of \$135,405. **Member Walt so amended her motion. Member Crowell continued his second. Motion carried 4-1.**

24(B) ACTION TO APPROVE, AS A REDEVELOPMENT PROJECT, AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$135,405.00 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE ARLINGTON SQUARE ICE RINK (11:37:05) - Chairperson Williamson introduced this item, and Mr. Moellendorf reviewed the agenda report. Mr. Moellendorf acknowledged that he would be reviewing the canned food donations proposal with F.I.S.H. representatives. Member Crowell requested him to carefully monitor the budget “to squeeze every economy you can out of there,” and to assist the Redevelopment Authority in “keeping track of what’s going on here.” Mr. Moellendorf expressed appreciation for the citizen comments under the previous agenda item, and a willingness to consider all of the suggestions. He advised that the Parks and Recreation Department is committed to operating the ice rink as efficiently and effectively as possible. “We’re going to do what we can to try to reduce the subsidy on this project.” Mr. Moellendorf advised that Recreation Program Manager Joel Dunn and Parks and Recreation Department Director of Operations Scott Fahrenbruch are very committed to efficient operation of the ice skating rink.

Supervisor Aldean cautioned Mr. Moellendorf over discriminating between non-profit organizations, and ensuring that the ice skating rink operation is as inclusive as possible. Chairperson Williamson entertained additional comments and, when none were forthcoming, a motion. **Member Walt moved to approve, as a redevelopment project, and recommend to the Board of Supervisors the approval of the expenditure of \$135,405.00 from the revolving fund for the redevelopment agency to support the Arlington Square Ice Rink. Member Crowell seconded the motion.** Chairperson Williamson entertained public comment and, when none was forthcoming, called for a vote on the pending motion. **Motion carried 4-1.**

25. ACTION TO ADJOURN (11:41:01) - Chairperson Williamson adjourned the meeting at 11:41 a.m.

The Minutes of the September 17, 2009 Carson City Redevelopment Authority meeting are so approved this 15th day of October, 2009.

ROBIN WILLIAMSON, Chair

ATTEST:

ALAN GLOVER, Clerk - Recorder