

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

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A meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 6:00 p.m. on Monday, November 2, 2009 in the Carson City Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Vice Chairperson Stan Jones
Member Jed Block
Member Gary Cain
Member Dan Neverett

STAFF: Joe McCarthy, Manager, Office of Business Development
Joel Benton, Deputy District Attorney
Dan Doenges, Senior Transportation Planner
Jano Barnhurst, 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 (5:59:20) - Chairperson Williamson called the meeting to order at 5:59 p.m. Roll was called; a quorum was present. Members Cowan and Valenti were absent and excused.

B. ACTION ON APPROVAL OF PREVIOUS MINUTES - (5:59:48) - Member Cain moved to approve the minutes of the October 5, 2009 meeting as written. Vice Chairperson Jones seconded the motion and it carried unanimously.

C. MODIFICATION OF THE AGENDA (6:00:21) - None.

D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (6:00:31) - None.

E. DISCLOSURES (6:00:38) - None.

F. PRESENTATION AND ACTION TO SELECT A DESIGN FOR THE CARSON CITY DOWNTOWN PEDESTRIAN WAYFINDING SYSTEM (6:00:49) - Mr. Doenges advised that Yesco created six sign designs and asked RACC to select a couple of designs for a cost estimate. He also advised that Public Works cannot commit to the installation of the signs but would be involved in site location, logistics and maintenance. In response to a question, he replied that he looked at destinations along a route and what may capture people directing them to a destination and tried to place signs around higher foot traffic areas. In response to a comment, he replied that more signs are on the east side because of all the state parking lots but certain areas can be reexamined. In response to a question, he replied that there are 14 signs based on the number of destinations in combination with parking areas. In response to another question, he acknowledged that the business community would be allowed feedback. He then reviewed the map and sign locations adding that it is the starting framework and more signs could be added. Mr.

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McCarthy commented that the west side is more of a pedestrian environment and a couple of signs could be strategically located. Mr. Doenges suggested that Public Works meet with Mr. McCarthy's office to determine the best site locations. He added that the budget is the bottom line and some signs will cost more than others. Mr. McCarthy suggested the Downtown Business Association (DBA) assemble a subcommittee to help determine where signage could be placed. Vice Chairperson Jones advised that they had already recommended signs on William, Robinson and Fifth Streets. Member Cain advised that parking is the DBA's big concern. Member Block suggested the parking lot behind Dopplegangers.

Mr. Doenges explained that the signs incorporated Carson City's logo and color scheme. He reviewed and explained each sign, copies of which are incorporated into the record. He reiterated that he didn't have cost estimates. In response to a comment, he replied that a veneer finish could be added which resists vandalism and is easy to clean and maintain. Member Cain added that stainless steel is almost bullet proof and relatively inexpensive. There was discussion on the various sign styles and Vice Chairperson Jones expressed his preference for the base on P-5 and P-6. In response to a question, Member Cain opined that an illuminated sign would be preferred to which Member Neverett agreed. Member Block suggested choosing the same basic design with two different mountings depending on space. Chairperson Williamson noted a consensus for P-6 as their first choice and P-5 as their second choice. Mr. Doenges acknowledged he would look at site locations to ensure they fit within the constraints. In response to a question, he replied that the signs are easily movable, so they could be relocated if necessary. Chairperson Williamson asked for price quotes on P-5 and P-6, and for Vice Chairperson Jones to obtain feedback from the DBA. In response to a comment, Mr. McCarthy replied that he will coordinate the colors and Mr. Doenges added that Yesco was given Carson City's color scheme. Chairperson Williamson indicated that the samples will be disbursed to the DBA for feedback and they will expect cost figures at the next meeting. Member Block suggested mounting some of the signs on the gaslights to prevent unnecessary cluttering. In response to a question, Member Block replied that he would be willing to work with Mr. Doenges. Mr. Doenges added that he will check with the Planning Department to ensure they won't be in violation of any ordinances.

G. DISCUSSION AND POSSIBLE ACTION ON A RECOMMENDATION TO THE BOARD OF SUPERVISORS CONCERNING REDEVELOPMENT SPECIAL EVENT APPLICATIONS BY SIERRA NEVADA BALLET AND PINKERTON BALLET FOR FUNDING ASSISTANCE OF \$1,500.00 EACH IN CONJUNCTION WITH NON-PROFIT ARTS EVENTS (6:25:03) - Mr. McCarthy gave background information and explained the application for the Sierra Nevada Ballet Peanutcracker. He formerly made the funding decisions, but the Policies and Procedures require an application process be followed. In response to a question, he replied that support funding has been done regularly for 10-15 years and events sponsored have been Nevada Day, Ghost Walk, Tree Lighting, Taste of Downtown, Jazz Festival, Rendevous, Farmers Market, Salsa Y Salsa, and 3rd Street Promenade. He explained that RACC could be the advisory body to the Redevelopment Authority (RA) in making funding determinations. In response to another question, he replied that funding for special events has varied but is between \$50,000-\$75,000 annually and the subsidy for the Farmer's Market is moving towards \$100,000 a year. Member Cain opined that the Rendevous should be able to pay for itself without a subsidy. Mr. McCarthy replied that an item of discussion has been when does a special event stand on its own and how long does the City continue to subsidize it. In response to a comment, he replied that RACC used to be the first place that all events applied, but it changed because a group made a better case for the Board of Supervisors (BOS) than for the RACC. After awhile, everyone got the same amount and it could be time to go back to the

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competitive environment. In response to a question, he replied that the application process is much more thorough, and the applicant would have to prove that the event couldn't occur without the funding. Chairperson Williamson added that it wouldn't be as good in attracting more people or have as much participation. In response to a question, she acknowledged that an event's entire budget could be requested. In response to a question, Mr. McCarthy replied that an applicant affirms that the application is correct but a thorough followup or audit is not conducted. In response to a question, Chairperson Williamson replied that when an applicant re-applies, a report is provided from the previous year which includes the contribution from the City. Mr. McCarthy added that if it's a public competition for funds, they should be filing an end of the year report showing the impact of the event and how the money was spent. Member Cain opined that taxpayers have a right to know how their money is being spent. Vice Chairperson Jones agreed and opined that guidelines should be developed so an event doesn't get the same amount every year. Some should be sunsetted and new organizations allowed an opportunity for funding. Member Block suggested they be considered on a case-by-case basis because admission fees can't be charged for certain events unlike Rendevous which charges admission. Chairperson Williamson suggested a threshold of \$5,000, and anything below that amount wouldn't require as much scrutiny. Member Cain commented that certain events such as Taste of Downtown should always get support because of its function. In response to a comment, Mr. Benton advised that the resolution and Policies and Procedures would need to be amended setting forth the procedure allowing RACC to advise the RA. Mr. McCarthy added that guidelines would be created to assist RACC in making decisions.

Chairperson Williamson suggested looking at the applications. Vice Chairperson Jones opined that each organization should make its own presentation. Mr. McCarthy responded that Rosine Bena is out of town, but the Peanutcracker has been funded for a number of years. Pinkerton has never applied but has a new Board becoming aware of public/private partnership opportunities.

Chairperson Williamson asked Denise Gillott to approach. Ms. Gillott, Vice President of Pinkerton Ballet Theater advised that they have never applied for funds but have always carried their event through ticket sales, fundraising and parent support. This is their 21st year of the Nutcracker Ballet but their first year of struggling. They typically sell 1,800-2,000 tickets and start with a budget of \$15,000 to \$24,000. They are doing extra fundraisers and cutting the budget daily. A partnership with Carson City would allow them to incorporate ideas and their motivated Board is willing to do whatever it takes. It's become a wonderful part of this community and partnering with Carson City will keep the tradition alive. Their application is complete with the exception of a final review by a Board member. Mr. McCarthy disclosed that his daughter danced for Pinkerton Ballet and because of her training, has danced at Radio City Music Hall for 11 years. In response to a question, Ms. Gillott replied that they have formed a committee to secure grants and have applied for and received grants in the past. In response to another question, Mr. McCarthy replied that RA funded \$1,500 for the Peanutcracker for many years and thought it was an equitable number for the Nutcracker as well. In response to a question, Ms. Gillott replied that they just produced the Nutcracker Ballet. They have previously worked with the Boys and Girls Club to incorporate a Spring performance and two years ago took the Nutcracker to the Grand Sierra Resort. They went through different ownership changes and decided to focus on Carson City. In response to another question, she replied that their budget was about \$10,000-\$15,000 and had to completely cut their advertising. They have cut roughly \$40,000 to \$50,000 and are operating on a small beginning balance and performers' fees. In response to another question, Ms. Gillott replied that the cost of the Community Center theater is high but they are working on

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ideas to arrive at the same affect for less money. Chairperson Williamson entertained a motion. **Vice Chairperson Jones moved to support the request for \$1,500 of redevelopment funds to support the event. Member Cain seconded the motion.** In response to a question, Mr. Benton replied that they are not tied to recommend a dollar amount, but a general recommendation to support. **Motion carried 5-0.** Mr. McCarthy added that he and Mr. Benton will look at the existing Policies and Procedures and a resolution amendment allowing the RACC to start reviewing special event applications.

Chairperson Williamson entertained a motion for \$1,500 to the Sierra Nevada Ballet. **Member Neverett moved to support the request by Sierra Nevada Ballet for funding assistance. Member Block seconded the motion. Motion carried 5-0.** Ms. Gillott announced that a wine tasting fundraiser will take place in Sierra Summit Mall from 6:00-9:00 and tickets can be purchased at the door. Another fundraiser will be held in the Carson City/Dayton area. In response to another question, she replied that she and Darcy Casey are the production stage managers.

H. DISCUSSION AND ACTION TO APPROVE THE REDEVELOPMENT INCENTIVE PROGRAM CHECK LIST (7:00:50) - Chairperson Williamson announced that the District Attorney's office has not reviewed the Checklist but it will be ready for the next meeting. Mr. McCarthy added that staff was unable to coordinate with them in a timely manner. Member Block suggested that the application may need to be adapted to include equity appraisals on properties secured by other properties.

I. NON ACTION ITEMS - DISCUSSION AND PRESENTATION ONLY

(A) PRESENTATION BY STAFF REGARDING THE CARSON NUGGET DEVELOPMENT PROJECT (7:02:03) - Mr. McCarthy advised that staff will be asking the BOS for direction on a work plan for a mixed use project on Carson Nugget's eight acres of property. Principals of the Nugget are forming a 501(c)(3) on behalf of the Hop and Mae Adams Foundation, proceeds of which will be put in service to Carson City. In addition to serving children's needs, it would help stimulate new business startups, bolster existing industry, and bring new industry to the community. The trust will manage and direct funds in service to Carson City and help build new businesses. A library knowledge center would connect to a business incubation center to help startup businesses. They are looking at digital media with a lab physically connected to the library and run by film and television professionals. The project will also have office space and the potential for residential development. They are looking to transform not only the Nugget but the community at the same time. Steve Neighbors, principal Vice President of the Carson Nugget will present his expectation of the project; Mark Lewis, former Reno Redevelopment Director and Robert Hartman, a retired technological entrepreneur will speak to the BOS on Thursday. It could be the catalyst that adds new industry to the community, further development and strengthen downtown property values. In response to a question, he replied that the digital media lab has relationships with most of the large film makers but it's mostly public broadcasting and syndication opportunities, which focus on animation and virtual reality classroom experiences. Member Cain commented that George Lucas would be someone to talk to as he is serious about making digital production capabilities available and giving grants to theater owners to upgrade to digital setups. Mr. McCarthy added that New Mexico has identified digital media as a focus for economic development and the state funded \$3 million to explore it. They have a program in place and have laid the groundwork. The digital media world is a multi-billion dollar industry

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in its infancy and Carson City doesn't want to miss this opportunity. He finished by noting that successful companies take advantage of recessions.

(B) FUTURE AGENDA ITEMS FOR THE NEXT MEETING ON DECEMBER 7, 2009

(7:18:16) - Wayfinding signage, Checklist criteria, and special events. Mr. McCarthy will keep RACC updated on Nugget happenings.

J. ADJOURNMENT (7:19:02) - Chairperson Williamson entertained a motion for adjournment. Member Neverett moved to adjourn the meeting at 7:19 p.m. The motion was seconded and carried unanimously.

The Minutes of the November 2, 2009 Carson City Redevelopment Authority Citizens Committee meeting are so approved this 4th day of January, 2010.

ROBIN L. WILLIAMSON, Chairperson