

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the April 15, 2010 Meeting

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A meeting of the Carson City Redevelopment Authority was held during the regularly scheduled Board of Supervisors meeting, on Thursday, April 15, 2010 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
Alan Glover, Clerk - Recorder
Neil Rombardo, 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 part of the public record. These materials are available for review, in the Clerk's Office, during regular business hours.

11. CALL TO ORDER AND ROLL CALL (8:50:35) - Chairperson Williamson called the meeting to order at 8:50 a.m., noting the presence of a quorum.

12. ACTION ON APPROVAL OF MINUTES - January 21, 2010 (8:50:43) - Vice Chairperson Aldean moved to approve the minutes, as presented. Member Walt seconded the motion. Chairperson Williamson entertained public comment and, when none was forthcoming, called for a vote on the pending motion. Motion carried 5-0.

13. REDEVELOPMENT AUTHORITY CONSENT AGENDA (8:51:15) - Chairperson Williamson entertained requests to hear items separate from the consent agenda. Member Livermore requested to separately hear item 13-1(C). Chairperson Williamson entertained additional requests and, when none were forthcoming, a motion to approve the remainder of the consent agenda. **Member Crowell moved to approve items 13-1(A), (B), and (D), noting that each of them had been submitted to the Redevelopment Authority at the recommendation of the Redevelopment Authority Citizens Committee. Vice Chairperson Aldean seconded the motion.** Chairperson Williamson reviewed the items for the benefit of the public, and called for public comments. When none were forthcoming, she called for a vote on the pending motion. **Motion carried 5-0.**

13-1. OFFICE OF BUSINESS DEVELOPMENT

13-1(A) ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS APPROVAL OF THE EXPENDITURE OF \$7,000 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE WILD WEST TOUR / EVENINGS OF BLISS AND TASTE OF DOWNTOWN, AS EXPENSES INCIDENTAL TO CARRYING OUT THE REDEVELOPMENT PLAN

13-1(B) ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS APPROVAL OF THE EXPENDITURE OF \$10,750 FROM THE REVOLVING

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FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE NEVADA DAY CELEBRATION, AS AN EXPENSE INCIDENTAL TO CARRYING OUT THE REDEVELOPMENT PLAN

13-1(C) ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS APPROVAL OF THE EXPENDITURE OF \$75,500 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT A 15-WEEK CURRY STREET PROMENADE, INCLUDING THE SUMMER CONCERTS 2010, THE SATURDAY MORNING FARMERS MARKET, AND RELATED FAMILY ACTIVITIES ALONG CURRY STREET AND AT THE BREWERY ARTS CENTER, AS EXPENSES INCIDENTAL TO CARRYING OUT THE REDEVELOPMENT PLAN (8:53:04) - Chairperson Williamson introduced this item. Business Development Manager Joe McCarthy provided background information and reviewed the agenda materials. Member Livermore noted that the "master plan calls for events downtown but also calls for a weaning of the event," and that the subject request constitutes "a continuation of another \$75,500 that you expended last year." He thanked Business Development staff for providing the itemization of 2009 expenses for the subject event. He expressed the opinion that the agenda materials are "very incomplete. There's an application in it, and I hope that you don't treat all applications that come to the Redevelopment like this application." He noted there was no information included in the agenda materials "about how many amounts of monies you got previously. There's nothing in it about a business plan. ... There's no reference in this package whatsoever about the RCAA's [sic] approval of this. There's no minutes of that meeting, and I hope they didn't approve this thing in the blank form that I have here before me." Member Livermore expressed appreciation for the summer concert series and the "events it brings downtown." He expressed concern over the community in the struggling economy, and reviewed the funding allocations for the Curry Street Promenade and the ice rink in 2009 and 2010. "It's great to form a party. It's great to have events. It's not like this is the only farmers market in town. We have an existing farmers market at the Pavilion ... that has been going." He expressed opposition to continuing to "support the continuing waste of redevelopment money."

Member Walt suggested Member Livermore's comments relative to "wasting redevelopment money," equated to "a waste to the families ... because 8,222 visitors visited that ice skating rink. Who were they? They were the youth, they were the families, and ... it was recreational. It enhanced the quality of life." Member Walt suggested that the farmers market also enhances the community's quality of life. She disagreed with describing it "as a waste to the community ...," and suggested the visitors to downtown events venues would also disagree. She further disagreed with describing any enhancement or improvement to the community's quality of life as "a waste of money."

Vice Chairperson Aldean expressed an interest in hearing Redevelopment Authority Citizens Committee ("RACC") Vice Chair Stan Jones' comments. (9:05:07) Mr. Jones advised of "a good discussion" at the most recent RACC meeting "on all the agenda items." He expressed disagreement with Member Livermore's comments, and the opinion that "the \$75,500 is well spent." He commended Mr. McCarthy and Deputy Business Development Manager Tammy Westergard for developing the farmers market into "a huge draw for Carson City." He noted "there was nothing in town before Fridays at Third," and that "there are a lot of things we do in this town that don't pay for themselves," citing the JAC Transit System as an example. He expressed opposition to Member Livermore's characterization of the downtown events as "a party."

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Vice Chairperson Aldean expressed the understanding that the redevelopment incentive funding applications are “scrutinized by the District Attorney’s Office” to ensure compliance with redevelopment statutes, and that challenging the legitimacy of the expenditures is invalid, from a legal standpoint. She discussed the importance of providing sufficient information necessary for the Redevelopment Authority to make a reasoned decision. She noted the recapitulation of expenditures for FY 2009, and requested a budget for the 2010 events. She commended the quality of the downtown events and their intended benefits, and discussed the importance of “tightening up the process a little bit.” She proposed approving the expenditure based on the commitment that the Office of Business Development will return to the Redevelopment Authority with a detailed budget for the events, including anticipated income which might offset expenses. Mr. McCarthy explained that as event details are finalized, more information will be available with regard to anticipated expenses, which he offered to provide. He further explained that the 2009 expenditure recapitulation was provided “because, in a lot of ways, that mirrors what we’re trying to do because we’ve had a lot of success with the model that we’ve established.”

Member Livermore noted that the 2009 recapitulation of expenses was provided to the Board members by e-mail late yesterday afternoon. He took exception to Mr. Jones’ comments and the idea that the District Attorney’s Office had reviewed the application materials. He expressed an interest in having the application materials submitted “as a formalized plan,” in agendizing a discussion regarding “the best use of redevelopment dollars,” and in reviewing the “past record of the Office of Business Development. How many businesses did you start? How many businesses did you work with? How many businesses are here today because of your efforts and expenditures of redevelopment dollars?”

Chairperson Williamson entertained public comment. (9:12:27) Brewery Arts Center Executive Director John Procaccini advised that the approximately “\$6,000 that’s owed is owed to the Brewery Arts Center and, as a result, we have struggled making payroll on many occasions because of this money not coming in.” He expressed opposition to Member Livermore’s characterization of Mr. Jones’ comments, and advised of having been offered assistance in collecting the outstanding balance from Mom and Pop’s Diner. “Shortly after you made those comments to me of how you were going to assist me, you turned around and approved \$40,000 to the people that stiffed us.” He advised that not having downtown community events and activities will turn Carson City into “a ghost town.” He expressed concern over losing the community center, and requested the Redevelopment Authority’s consideration.

(9:14:03) Pat Pepper-Reynolds expressed concerns over the lack of a plan included in the agenda materials. She commended the downtown events, and expressed an interest in accountability. She expressed appreciation for the “arts in this town,” and an interest in spreading events throughout the City. She agreed with earlier comments that “the north is dying,” and expressed an interest in “a little bit more development in the north.”

Chairperson Williamson advised that the subject event has a budget and represents “a continuation of events and a process that has gone on for several years.” She explained “this is a redevelopment project,” and provided background information on the source of redevelopment revenue. She advised that the North Towne Center is within the redevelopment area, and that numerous attempts have been made to work with the owners to attract new business; efforts will continue. She assured the citizens, “It’s not your property taxes, unless you live in the redevelopment area, ... involved in these special event fundings.” Chairperson Williamson acknowledged that the information is available to the public.

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Ms. Westergard provided the web address for Downtown Answers, information with regard to navigating the website, and background information on community involvement in the subject street life program.

(9:19:32) Day Williams advised that he is a taxpayer. “The redevelopment money doesn’t go into the general fund, but I feel that I go downtown and I have a right to talk about it. I help pay the salary for people in economic development.” He further advised that when he writes to or calls the City Manager, the District Attorney, or the Clerk-Recorder, he “get[s] a response. When I wrote Joe McCarthy Sunday night and said, basically, ‘show me your budget and plan,’ I got nothing.” He suggested that providing the 2009 recapitulation “last night” is “not accountability.” He requested the “URL on the web … where I can see the budget for this project and the business plan.” He inquired as to whether “there were any bids on the sound man?” He commended Mr. Procaccini as “a nice guy,” but noted “he’s Joe McCarthy’s successor from the Brewery Arts Center.” He inquired as to why the Brewery Arts Center is paid “for sound when we basically own it.” He inquired as to whether “they have talked to downtown merchants and the farmers market people, ‘saying, you guys need to set this up. You guys need to contribute all you can. Why is there even a downtown merchants association if they can’t put this together?’” In reference to Member Livermore’s comments, he noted, “The Citibank building is vacant, and having a street party is very nice but it’s not going to fill that building. We need to make active efforts to fill that building and a lot of the vacant buildings around town.” He noted the redevelopment audit adopted by the Redevelopment Authority approximately “one year ago. … You were going to tighten up from there. Here we are, a year later, I go on line for supporting materials for the expenditure of \$75,000. Can’t find it. Asked the department head, ‘Where can I find it?’ and get no answer. That is not accountability. That is not transparency.” He expressed concern over “back room deals,” and “people … getting money that they aren’t necessarily entitled to.”

Member Crowell inquired as to whether Mr. Williams had provided these comments to the RACC. Upon Mr. Williams statement that he had not, Member Crowell inquired as to the reason. Mr. Williams stated, “I don’t have time to go to every meeting.” Member Crowell expressed understanding for the politics, but advised that the RACC has “been in existence for a long time. As a result of the audit, we placed a lot of faith and trust in the RACC to vet projects and, frankly, a lot of what you’re saying should have been presented to them so that they could have the opportunity of hearing what you say before they bring it to us.” Member Crowell noted that the subject application was recommended to the Redevelopment Authority for approval by the RACC. He inquired again as to the importance of bringing concerns to the Redevelopment Authority without first having presented them to “the people who vetted it in the first place.”

In response to a question, Member Crowell advised of having received the 2009 recapitulation last night and inquired again as to Mr. Williams’ reason for not having presented his concerns to the RACC. Member Crowell discussed the purpose of advisory committees to the Board of Supervisors. Mr. Williams advised of having researched the supporting materials “last Sunday night,” and of having expected to see a budget and a business plan. Upon finding none, he reiterated having asked the department head and that he received no response. He expressed concern over having “been here a year before talking about tightening up the process and it hasn’t happened.” He inquired as to when the Redevelopment Authority will “hold this department head accountable.”

(9:25:49) Mike Drews advised of having spent “half [his] life in this town.” He expressed understanding for Member Livermore’s concern over “the lack of process,” but suggested, “you don’t throw the baby out

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with the bath water.” He commended the downtown events as having “done more to stimulate interest in downtown, bring people downtown than anything ... before with maybe the exception of the Nevada Day parade.” He further commended the effort as “worthwhile,” and suggested that Mr. McCarthy can put a budget together which likely would “not show the intangible benefits of bringing people downtown.” He agreed with the importance of accountability in the process, but suggested “throw[ing] it out right now just because that accountability isn’t there, because every dollar hasn’t been accounted for, is a mistake.” He expressed agreement with continued support of downtown events and the opinion that “it’s the only way Carson City’s going to grow. It’s the only way the north end of town is going to develop is if we bring people into town, get them interested in events and show off what we have.”

(9:27:06) In reference to Member Livermore’s comments, Third and Curry Streets Downtown Market Manager, Nevada Certified Farmers Market Association Acting Director, and Carson City citizen Linda Marrone read into the record a list of small community businesses which are assisted by the farmers market. She expressed disagreement with Member Livermore’s characterization of the redevelopment incentive funding allocation as “a waste.” Ms. Marrone provided anecdotal information with regard to having taught cooking classes at the Boys and Girls Clubs last summer and the kitchen at the Community Center. She suggested that “everything has a value at one time.” She read into the record a prepared statement regarding “positive effects” of the Third and Curry Streets Farmers Market. She encouraged the Redevelopment Authority’s support of “this worthwhile project.”

Member Livermore clarified that his comments were “not about the quality of the market that you do.” In response to a question regarding the farmers market held at the Mills Park pavilion, Ms. Marrone advised that the \$6,000 fee was waived. “The City also pays the \$57 per vendor.” Member Livermore commended Ms. Marrone on her management of the farmers market, and reiterated his concerns were pertinent to the use of redevelopment funding.

Chairperson Williamson thanked Ms. Marrone, and advised that, “If this is approved, the market will be bigger and better this year because we’re getting a lot of energy.” She provided background information on the struggle of the previous farmers market due to a lack of support from surrounding businesses. She advised that the previous farmers market had been allocated redevelopment funding for a period of several years. “When she elected to move to the Pony Express Pavilion, we certainly continued to support her until she said she was comfortable and didn’t need future financial support from redevelopment ...” Chairperson Williamson anticipates the current street life program will experience a similar transition process to financial independence from the Redevelopment Authority. She pointed out that the Nevada Day parade receives continual support from the general fund and the Redevelopment Authority, as well as the Taste of Downtown and other events.

Member Walt discussed the opportunities for local dance and gymnastics organizations to “showcase everything that they’re doing throughout the year.” (9:36:03) Ms. Marrone advised that, because of the success of the Third and Curry Streets Farmers Market, “we’re going to open a little early spring market” on Highway 395 and Eighth Street in the parking lot of the Carson Station. She stated, “the market couldn’t be what it is without the support of the community, without your support, with the support of the Office of Business Development. It’s a labor of love.”

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In reference to earlier comments, Mr. McCarthy advised of having presented “a lot of detail relative to ... anticipated ... costs” at the time the subject project was originally presented to the Redevelopment Authority several years ago. He noted that the project “has already been approved and is already successful.” He advised of having provided “a very limited application because we made an assumption that you already were in support of this in recognizing that this was a quality project for this community.” He offered to provide a full business plan and a full budget, but advised “it’ll be very similar to what you have approved in the past and what you have celebrated and come down and enjoyed ...” He advised that the statements of certain members of the public “were never present when we presented to you initially and you were enthusiastically in support of this project.”

Ms. Westergard expressed heartfelt thanks to John Procaccini and Linda Marrone and “their teams of support from the Brewery Arts Center and Linda’s Carson City Farmers Market Board ...” Ms. Westergard advised that Ms. Marrone’s comment that “this is a labor of love is an understatement. If you ... review every single task and all the responsibilities that they’re charged with, the amount of money that they are returned to do that, you can see the disparity very easily. The balance is made up by passionate, caring people like them, like myself ..., and like many of you.” She reiterated gratitude for “their absolute passion for this community,” and stated, “they make me proud to live here.” Mr. McCarthy advised that Mr. Williams’ “e-mail was offensive ... insulting ... When he wants to send me a polite request for information,” Mr. McCarthy expressed a willingness to provide it. “His e-mail was off the charts.”

Vice Chairperson Aldean expressed appreciation for the level of commitment from community members and Office of Business Development staff. She suggested focusing on agreement to improve the process. She further suggested that redevelopment “is always going to be closely scrutinized. We just have to accept that as a reality, not necessarily because of anything we’ve done but because redevelopment, by its very nature, has been controversial.” She expressed an interest in the number of in-kind hours donated by Ms. Marrone “in terms of making the case ... that this is a community-driven event and that the amount of money that the Redevelopment Authority is investing is minuscule compared to the amount of time, energy, and personal effort being invested by members of the community.” She reiterated an earlier suggestion to approve expenditure of the funding, subject to submission of a final budget for 2010.

Chairperson Williamson entertained a motion. **Vice Chairperson Aldean moved to approve and recommend to the Board of Supervisors approval of the expenditure of \$75,500 from the revolving fund for the Redevelopment Agency to support a 15-week Curry Street Promenade, including the summer concerts for 2010, the Saturday Morning Farmers Market, and related family activities along Curry Street and at the Brewery Arts Center, as expenses incidental to carrying out the redevelopment plan, subject to the submission of a final budget for FY 2010 to be submitted to the Redevelopment Authority at its next meeting. Member Walt seconded the motion.** Member Livermore expressed appreciation for Vice Chairperson Aldean’s comments “about the transparency and the emotion that redevelopment has created in this community.” He agreed that redevelopment is closely scrutinized and often an emotional topic in the community. Mr. McCarthy assured the Redevelopment Authority that the Office of Business Development will provide sufficient information for informed decisions. Chairperson Williamson entertained additional comments and, when none were forthcoming, called for a vote on the pending motion. **Motion carried 4-1.**

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13-1(D) ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS APPROVAL OF THE EXPENDITURE OF \$2,500 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE MILE HIGH JAZZ BAND ASSOCIATION, INC., AS AN EXPENSE INCIDENTAL TO CARRYING OUT THE REDEVELOPMENT PLAN

14. ACTION TO ADJOURN (9:44:59) - Chairperson Williamson adjourned the meeting at 9:44 a.m.

The Minutes of the April 15, 2010 Carson City Redevelopment Authority meeting are so approved this 20th day of May, 2010.

ROBIN WILLIAMSON, Chair

ATTEST:

ALAN GLOVER, Clerk - Recorder