

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the April 4, 2011 Meeting

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A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Monday, April 04, 2011, in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Shelly Aldean
Vice Chairperson Stan Jones
Member Gary Cain
Member Gigi Valenti

STAFF: Lee Plemel, Planning Director
Joe McCarthy, Business Development Manager
Randal Munn, Chief Deputy District Attorney
Tamar Warren, 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 part of the public record. These materials are available for review, in the Clerk's Office, during regular business hours.

1 - 2. CALL TO ORDER AND ROLL CALL (5:37:40) – Chairperson Aldean called the meeting to order at 5:37 p.m. Roll was called and a quorum was present. Members Block, Cowan, and Neverett were absent.

3. ACTION ON APPROVAL OF MINUTES (5:38:16) – **Member Valenti moved to approve the February 7, 2011 meeting minutes as written. Member Cain seconded the motion.** Chairperson Aldean called for public comments, and, when none were forthcoming, a vote. **Motion carried 3-0-1, with Chairperson Aldean abstaining as she was not present at said meeting.**

4. ADOPTION OF AGENDA (5:38:47) – Chairperson Aldean requested to address agenda item 7 first, due to a scheduling conflict. There were no objections to this modification.

5. PUBLIC COMMENTS AND DISCUSSION (5:39:07) – There were no public comments.

AGENDA ITEMS:

6. DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$5,000 FROM THE FY 2011-12 REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE TASTE OF DOWNTOWN, AS EXPENSES INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN. (6:03:05) – Chairperson Aldean introduced the item. Tracy Trenoweth, representing Advocates to End Domestic Violence, explained that The Taste of Downtown was the major fundraiser for the largest domestic violence shelter in Northern Nevada, accommodating 51 beds. Ms. Trenoweth explained that they had 35 restaurant and eight live band commitments to the June 18th event. She requested \$5,000 to “help with the cost”. In response to Chairperson Aldean's question, Ms. Trenoweth said that they were planning to have a wide variety of restaurants represented at the event. Chairperson Aldean thanked Ms. Trenoweth.

7. DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$12,000 FROM THE FY 2011-12 REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT WESTERN NEVADA MUSICAL THEATRE'S PRODUCTION OF PHANTOM OF THE OPERA, FALL 2011, AS EXPENSES INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN. (5:39:53) – Chairperson Aldean introduced the item and invited Mr. McCarthy to elaborate. Mr. McCarthy introduced Stephanie Arrigotti of the Western Nevada Musical Theatre

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Company. Vice Chairperson Jones suggested hearing all the applicants' requests prior to allocating any funds, since they were all being funded from the same pool. Mr. Plemel requested several minutes to review a memo, incorporated into the record, outlining special event funding request process, budget, and recommendations. Chairperson Aldean cautioned that any approvals and recommendations by the Committee could be subject to budget cuts by the legislature. She also received confirmation from Mr. McCarthy that previous applicants had not been noticed of funding requests and availability. Discussion ensued regarding funding cuts and other variables. Chairperson Aldean advised the Committee to make recommendations based on "what we believe is going to be available". Ms. Arrigotti informed the Committee that they had been awarded the rights to *the Phantom of the Opera*. She requested \$12,000 for the rental of the theatre, explaining that this was an expensive undertaking and that she had not previously asked the Commission for any funds. Member Valenti opined that Ms. Arrigotti's musicals "are first class" and Chairperson Aldean expressed her regret upon hearing that Ms. Arrigotti's position would be cut after June 2012. In response to Vice Chairperson Jones' question, Ms. Arrigotti explained that they draw over 6,000 audience members, and that this production would require the use of the theatre for a month. Chairperson Aldean solicited public comments, and when none were forthcoming she thanked Ms. Arrigotti for her time.

8. DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$29,500 FROM THE FY 2011-12 REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE ANNUAL 2011 DOWNTOWN FARMERS' MARKET AND POP UP PARK, RELATED FAMILY ACTIVITIES ALONG CURRY STREET, AS EXPENSES INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN. (6:05:19) –

Chairperson Aldean invited Linda Marrone, Manager, to elaborate on her request. Ms. Marrone explained that the Attachment A, titled Redevelopment Special Event Funding 2011-12 and incorporated into the record, had incorrectly stated that they had received \$13,000 in funding the previous year. She confirmed that they had received a total of \$20,000. Mr. Plemel explained that the \$13,000 reflected the current fiscal year's budget and the total amount had been split between last and this year's budgets. Ms. Marrone also explained that Country Woman magazine would feature this Farmers' Market in its August/September issue. Vice Chairperson Jones commented that he and others in town appreciated what Ms. Marrone did, and praised the venue.

9. DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$21,500 FROM THE FY 2011-12 REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE NEVADA DAY CELEBRATION, AS AN EXPENSE INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN. (5:58:33) –

Chairperson Aldean introduced the item. Ken Hamilton introduced himself as President of Nevada Day, Inc., responsible for organizing, financing, and marketing the Nevada Day Parade. He stated that this year's theme was "Nevada's great outdoors". Chairperson Aldean explained that Mr. Hamilton had appeared before the Board of Supervisors at their last meeting and had requested \$25,000 from the Community Support Services Grant Program, and that they had tentatively allocated money from the revolving fund, pending approval from this Committee and the Redevelopment Authority. Mr. Hamilton responded to Chairperson Aldean's comments by stating that they were moving towards becoming self-sufficient over the years. Chairperson Aldean thanked Mr. Hamilton for his time and reminded him that the Committee would make its decision after all the presentations had been completed.

10. DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$1,000 FROM THE FY 2011-12 REVOLVING FUND FOR THE REDEVELOPMENT AGENCY TO SUPPORT THE MILE HIGH JAZZ BAND ASSOCIATION, INC., AS AN EXPENSE INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN. (6:12:05) –

Chairperson Aldean introduced the item and invited Elinor Bugli to elaborate. Ms. Bugli, Treasurer, explained that, the Jazz Festival had been taken place for the past eight years, and for the first time, they had received a grant from the State to advertise the event outside Nevada (primarily in the Sacramento area). She stated that the funds requested tonight would "help pay the musicians". She also explained that the event was a collaboration between the non-profit Mile High Jazz Band Association, which had no paid staff members, the local

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businesses, and the City. Chairperson Aldean reminded the Committee that the Board of Supervisors, during its deliberations on allocation of funds, had recommended that \$1,000 of the request be funded out of the revolving fund. Ms. Bugli stated that it was incorrectly reported that her organization had received \$1,000, instead of the correct amount of \$2,500 the previous year. Upon Chairperson Aldean's request, Ms. Bugli cited the festival venues. David Bugli, President, stated that one of the reasons for their successful events was the ability to tie several events together. He also mentioned that they had marketing plans to drive traffic to their web site.

(6:25:40) – Chairperson Aldean called for comments or questions. Member Valenti opined that such events “enveloped the Carson City spirit”. Vice Chairperson Jones commented that “these people that are here tonight are the same ones that make things happen”. Mr. McCarthy reminded the Commission that there were several anticipated requests that were reflected on the Attachment A spreadsheet, incorporated into the record, which would fully complement the special events. Vice Chairperson Jones asked what the budget balance would be should all requests, including the anticipated ones, be approved. Mr. McCarthy confirmed that the remaining balance would be \$27,750; however, he cautioned that funds for the Ghost Walk and the Concert Series were not built in. Chairperson Aldean mentioned that a courtesy reminder should have been sent to those who had applied in the past. **Member Valenti moved to recommend to the Redevelopment Authority the approval of the expenditure of \$71,000 from the FY 2011/12 Revolving Fund for the Redevelopment Agency to support the Taste of Downtown in the amount of \$5,000, the Farmers’ Market in the amount of \$29,500, Nevada Day for the amount of \$21,500, Mile High Jazz Band Association for the amount of \$3,000, the Phantom of the Opera for the amount of \$12,000 as an expense incidental to the carrying out of the redevelopment plan which has been adopted by the Carson City Board of Supervisors and based upon the findings that there is a causal connection between the redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of expenses to be given are minor in comparison to the money required for the overall redevelopment plan. The motion was seconded by Member Cain. Motion carried 4-0.** Chairperson Aldean thanked the applicants for continuing to make Carson City “a wonderful place to live and play”. Mr. McCarthy reminded the applicants that this was an advisory recommendation to the Board of Supervisors, and that a hearing would be held during the first or second meeting in May. Chairperson Aldean added that even though the money was budgeted, the funds were still contingent upon the actions that could be taken by the legislature. Member Valenti suggested that Mr. McCarthy notify the applicants of the relevant Board of Supervisors meeting date.

11. Non-Action Items:

a. STAFF UPDATES ON REDEVELOPMENT PROJECTS AND BUDGET. (6:31:46) – Mr. Plemel reminded the Committee of their upcoming work session at 5:30 p.m. on April 5th, in Conference Room A of the Business Resource Innovation Center.

b. FUTURE AGENDA ITEMS FOR THE NEXT MEETING ON MAY 2, 2011. (6:32:42) – Mr. Plemel informed the Committee that the remainder of the special event funding requests would be discussed.

8. ACTION TO ADJOURN (6:02:49) – **Member Valenti moved to adjourn the meeting. Vice Chairperson Jones seconded the motion. The meeting was adjourned at 6:35 p.m.**

The Minutes of the April 4, 2011 Carson City Redevelopment Authority Citizens Committee meeting are so approved this 6th day of June, 2011.

SHELLY ALDEAN, Chair