A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Monday, October 3, 2011, in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Shelly Aldean
Vice Chairperson Stan Jones
Member Jed Block
Member Dan Neverett

STAFF: Lee Plemel, Planning Director
Moreen Scully, Senior Deputy District Attorney
Kathleen King, Recording Secretary
Transcribed by: 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. CALL TO ORDER (5:29:28) – Chairperson Aldean called the meeting to order at 5:30 p.m.

2. ROLL CALL (5:29:42) – Roll was called and a quorum was present. Members Cain, Cowan, and Valenti were absent.

3. PUBLIC COMMENTS AND DISCUSSION (5:29:58) – None

4. FOR POSSIBLE ACTION: APPROVAL OF MINUTES (5:30:30) – **Vice Chairperson Jones moved to approve the amended minutes of the June 6, 2011 meeting. The motion was seconded by Member Neverett. Chairperson Aldean called for public comments, and when none were forthcoming, a vote. Motion carried 4-0.** In response to Member Block's question about the presence of a "bounce house" at the Farmers' Market, Chairperson Aldean clarified that none of the redevelopment funds were used for the "pop up park" portion of the Market.

5. ADOPTION OF AGENDA (5:32:56) – There were no changes to the agenda.

6. AGENDA ITEMS:

6-1. FOR POSSIBLE ACTION: TO MAKE RECOMMENDATIONS TO THE REDEVELOPMENT AUTHORITY AND BOARD OF SUPERVISORS TO AMEND POLICIES AND PROCEDURES FOR PROCESSING SPECIAL EVENT INCENTIVE FUNDING APPLICATIONS. (5:32:56) – Chairperson Aldean introduced the item. Mr. Plemel explained that this agenda item was brought forward at the request of the Redevelopment Authority (RA) and the Board of Supervisors (BOS), and as a result of the goal-setting sessions conducted by the RA, BOS, and RACC. He suggested that the Commission make recommendations regarding the application requirements, process, and review criteria. He referred to the Redevelopment Authority Policies and Procedures, incorporated into the record, which included the criteria for financial assistance for special events. Mr. Plemel referred to the application process in the document, and stated that he had incorporated recommended changes. He suggested consolidating the application review process to once-a-year, instead of the original four times per year frequency. Mr. Plemel stated that he had added Review Criteria section for financial assistance for special events. Member Neverett suggested a more specific definition for the term "grow". He also suggested inquiring about funding requests sent to other sources by the applicants. Chairperson Aldean requested adding a checklist to avoid incomplete applications. She also relayed a concern by retailers outside the downtown area, that because of the concert series at Firkin and Fox, their clientele had dropped. Therefore, she suggested adding an amendment in the final draft to reflect the anticipated number of local and out-of-town participants. Vice Chairperson Jones believed that Firkin and Fox should be given credit "for being aggressive and doing some extra things to promote their business". Member Block suggested having alternative events on Saturday nights to avoid concurrent events. Vice Chairperson Jones advised including notification to applicants that “this is a diminishing thing and that you’re not likely to get the same amount the following year”. In response to Member Neverett’s question, Chairperson Aldean explained that the RA had “not precluded applicants who have other sources of funding”, adding that sometimes dollars were allocated to public-private projects”. Chairperson Aldean called for public comments, and when none were forthcoming, a motion. **Member Neverett moved to recommend to the Redevelopment Authority and the Board of Supervisors amendments to the Redevelopment Authority Policies and Procedures related to Special Events Incentives as recommended by Staff, and with the additional recommendations and comments provided by RACC. The motion was seconded by Vice Chairperson Jones. Chairperson Aldean recommended changing the term “Agency” to “Authority” throughout the document. Motion carried 4-0.**

6-2. FOR POSSIBLE ACTION: TO MAKE RECOMMENDATIONS TO THE REDEVELOPMENT AUTHORITY AND BOARD OF SUPERVISORS REGARDING THE MEMBERSHIP AND DUTIES OF THE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE (RACC). (5:55:56) – Chairperson Aldean introduced the item. Mr. Plemel explained that this item was also a result of the goal-setting sessions conducted by the RA, BOS, and RACC. He stated that a BOS goal had been to establish a RACC that was more inclusive of both Redevelopment Areas. He gave background on the creation of the second development area, and advised the inclusion of business and property owners of that area to be represented on RACC. Mr. Plemel referred to the suggestion revisions in the RACC by-laws, and to Resolution No. 1993-RAR-2 and 1993-R-22, all of which are incorporated into the record. He suggested adding at least one property owner and one business owner from each of the Redevelopment Areas. Chairperson Aldean noted that the Chair of the RA was also the Chair of RACC, and suggested that RACC be independent from RA, in order to render independent advice to RA. She added that Redevelopment had been very successful and controversial at the same time, as people outside the Redevelopment Area felt they were somehow excluded from the process. Therefore, she suggested bringing “people at large from other parts of the community to create a sense of vesting”. Vice Chairperson Jones stated that he was in favor of expansion to include Redevelopment Area 2, and to increase the number of Committee members. However, he cautioned against having too many members in order to maintain quorum. He also suggested addressing term limits, not only for RACC but for other committees as well. Member Neverett stated his concern that a connection could be lost between this Committee and the RA without cross-representation on both boards. Chairperson Aldean opined that it should not be obligatory for the Chair of RA to chair RACC and lead the discussion. Member Block believed that this could be a viable option, since the Committee could benefit from Chairperson Aldean’s expertise. Discussion ensued regarding term limits. It was agreed to have a three-year term-limit with a one-year hiatus in order to be eligible for reappointment. Mr. Plemel also received confirmation to keep the RA Chair on the Committee, but not as a Chairperson. The consensus was to maintain the seven-member Committee, and ensure that the members are either property or business owners in the Redevelopment Areas, without limiting it to one or the other. Chairperson Aldean called for public Comments. Supervisor Karen Abowd commented that having a citizen-at-large on the Committee would mean that the “whole town succeeds if those two Areas succeed”, and stated that other groups have expressed interest in being part of this Committee. It was agreed that one member of RA could be appointed to the RACC; at least two members from Redevelopment Areas 1 and 2 must have a vested interest in the Areas, a third member from either Area could be a member-at-large. **Vice Chairperson Jones moved to recommend to the Redevelopment Authority and Board of Supervisors modifying the RACC membership as presented by Staff and with the amendments discussed. The motion was seconded by Member Neverett. Motion carried 4-0.**

6-3. FOR POSSIBLE ACTION: TO MAKE RECOMMENDATIONS TO THE REDEVELOPMENT AUTHORITY AND BOARD OF SUPERVISORS REGARDING NOMINATIONS FOR A "MAIN STREET MIRACLE WORKER" AWARD FOR PROPERTY OWNERS, BUSINESSES OR CITIZENS THAT HAVE GONE "ABOVE AND BEYOND" TO IMPROVE THE APPEARANCE OF THE REDEVELOPMENT DISTRICT. (6:31:45) – Chairperson Aldean introduced the item and explained that this agenda item was the result of a conversation she had had with Member Block in order to recognize Redevelopment Area persons who had gone above and beyond many operators and business owners, to improve the area. She clarified the definition of Main Street as a member of the investing public, however, she stated that the name was a suggestion and could be changed should the Committee wished to do so. Member Block suggested the name “Redevelopment Authority Miracle Worker Award”. Vice Chairperson Jones suggested “Redevelopment Authority Citizen Award”. Member Neverett believed this was a “great idea” and a good way to recognize excellence. It was agreed to call the award “the Miracle Worker Award presented by the Carson City Redevelopment Authority". Chairperson Aldean called for public comments and when none were forthcoming, a motion. Discussion ensued regarding nominations, and it was agreed to submit nominee names at the next RACC meeting. Chairperson Aldean suggested Mr. Plemel add the Award selection to the list of duties in the by-laws. **Member Block moved "that we move forward with coming up with coming up with the Miracle Worker Award presented by the Redevelopment Authority to entertain motions for this new award at next month's meeting". The motion was seconded by Vice Chairperson Jones. Motion carried 4-0.**

7. NON-ACTION ITEMS:

a. STAFF UPDATES ON REDEVELOPMENT PROJECTS AND BUDGET. (6:39:41) – Mr. Plemel reminded the Committee that a copy of the Holiday Ornament design was included in the members' packets. Chairperson Aldean stated that 1,000 ornaments were ordered and would be available for sale after the middle of the month. Mr. Plemel inquired about the timing and the form of the packets and solicited input from the Committee. Member Block suggested letting the viewing public know how to get added to the e-mail list. Mr. Plemel suggested calling the Office of Business Development to "get on the e-mail list". He also announced that the BOS had approved moving forward with the City Center Project on September 15, 2011.

b. FUTURE AGENDA ITEMS FOR THE NEXT MEETING ON NOVEMBER 7, 2011. (6:43:36) – Nominations for the Miracle Worker Award presented by the Carson City Redevelopment Authority. Mr. Plemel suggested working with Chairperson Aldean on advertising for the nomination. Chairperson Aldean asked Mr. Plemel to submit the by-laws changes to the Committee members prior to distributing them to the BOS. Member Block offered to work with Chairperson Aldean on the award graphics.

8. PUBLIC COMMENTS (6:46:5) None.

9. FOR POSSIBLE ACTION: ACTION TO ADJOURN (6:47: 14) – **Member Block moved to adjourn the meeting. Member Neverett seconded the motion. The meeting was adjourned at 6:47 p.m.**

The minutes of the October 3, 2011 Carson City Redevelopment Authority Citizens Committee meeting are so approved this7th day of November, 2011.

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SHELLY ALDEAN, Chair