

CARSON CITY REDEVELOPMENT AUTHORITY

Minutes of the April 5, 2012 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 5, 2012 in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Shelly Aldean
Vice Chairperson Karen Abowd
Member Robert Crowell
Member John McKenna
Member Molly Walt

STAFF: Alan Glover, Clerk - Recorder
Nickolas Providenti, Finance Department Director / Acting City Manager
Neil Rombardo, District Attorney
Kathleen King, Deputy Clerk / 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.

19. CALL TO ORDER AND ROLL CALL (10:14:43) - Chairperson Aldean called the Redevelopment Authority to order at 10:14 a.m., noting the presence of a quorum.

20. POSSIBLE ACTION ON APPROVAL OF MINUTES - January 19, 2012 and February 2, 2012 (10:14:53) - Chairperson Aldean entertained comments, questions, or suggested revisions to the minutes. When none were forthcoming, she entertained a motion. **Member Walt moved to approve the minutes for January 19, 2012 and February 2, 2012. Vice Chairperson Abowd seconded the motion. Motion carried 5-0.**

21. OFFICE OF BUSINESS DEVELOPMENT - POSSIBLE ACTION TO PRIORITIZE AND RECOMMEND TO THE BOARD OF SUPERVISORS THE APPROVAL OF THE EXPENDITURE OF \$100,000 FOR SPECIAL EVENT FUNDING FROM THE REDEVELOPMENT REVOLVING FUND FOR FISCAL YEAR 2012/2013 (10:15:26) - Chairperson Aldean introduced this item. Mr. Plemel provided background information and reviewed the agenda materials in conjunction with a displayed spreadsheet. In response to a question, Vice Chairperson Abowd advised that the Redevelopment Authority Citizens Committee ("RACC") thoroughly reviewed the various applications at its March 5, 2012 meeting. She further advised that the RACC specified, at said meeting, that the Carson City Rendezvous event should not be funded in 2012 but should be funded in 2013. Chairperson Aldean explained that the Carson City Rendezvous event takes place prior to the end of the 2012 fiscal year. "And so, basically, they would have to use their existing ending fund balance, which is a fairly small amount of money, to fund this year's event." Chairperson Aldean advised of a discussion with Mr. Plemel prior to the start of this meeting "about the feasibility of funding Rendezvous out of this year's budget." Mr. Plemel advised of having noted, at the RACC meeting, the likelihood that the Carson City Rendezvous event could be funded out of this year's budget. "Since then, meeting with [Mr. Providenti] and getting some of the budget numbers and the expenditures that we have that are less than what was budgeted, we do ... have some savings and Finance Director Providenti has indicated that there would certainly be enough remaining from this fiscal year's budget to cover the request of Rendezvous

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within this fiscal year. The recommendation was, because we were dealing with the budget for the 2012 / 2013 for special events ... to fund the Carson City Rendezvous next year out of this pot of money.” Chairperson Aldean advised that the Carson City Rendezvous event is scheduled for June 8 through 10, 2012, and reiterated the recommendation to fund the event out of the ending fund balance given the fact that the funding is available.

In response to a question, Chairperson Aldean advised that alternative aid was recommended by the RACC as a result of their deliberations. “... given the amount of the ending fund balance, which is a little more than anticipated, ... we would fund Rendezvous out of this year’s ending fund balance so the money would be made available to them prior to their event as opposed to waiting until the 2012 / 2013 fiscal year.” Mr. Providenti further clarified that the item would be returned to the Redevelopment Authority for action on a budget augmentation. He explained the reason for the ending fund balance “because we’ve been waiting on the Southgate Shopping Center information from Robert Rothe ... We actually estimated that amount to be a little bit higher than it actually came in at. We were estimating it to be between \$75,000 and \$100,000 a year and it’s going to be closer to \$50,000 ... based on their sales. ... it’s kind of a sales tax sharing for Big Lots and the Big 5, basically what they were doing in their old store versus their new store ...”

Vice Chairperson Abowd disclosed that her husband is a member of the RSVP Board of Directors, and that she serves as the Treasurer of the Downtown Consortium to which the Farmers Market reports. She advised that neither of these associations affect her decision-making ability as a reasonable person, nor does she personally profit from either of the associations. Member Crowell disclosed that his wife is a member of the Mile High Jazz Band Board of Directors. Member Walt disclosed that she serves as a member of the Pinkerton Ballet Theater Board of Directors, but does not benefit personally or financially from the Nutcracker Ballet.

Chairperson Aldean entertained public comment. (10:25:12) Third and Curry Streets Farmers Market Manager Linda Marrone expressed a willingness to “take less money. ... the market, over the course of four years, has shown that it can be profitable; that we have tried to grow it in a manner that is good for the community.” She advised that the Office of Business Development has always “supported in the web design and the advertising,” which cost she estimated at over \$7,000. She reiterated that the Farmers Market can operate with less funding, “but we can’t take that hit and have to do the advertising and have to do the web and the marketing. ... We still need the Office of Business Development to keep supporting the market with the advertising and the web.” Ms. Marrone pointed out that the Farmers Market supports many of the community non-profit organizations. “We’ve had the Rural Center for Independent Living, ... Muscle Powered, The Greenhouse, the Brewery, the Jazz Festival, the Soroptomists, the Relay for Life, the Kiwanis, the Senior Follies, and the Carson City Health and Human Services ... And so we waive those fees.” Ms. Marrone expressed the opinion that “in the future, we need to think about farmers markets not as an event ... that we have to pay the special use permit and the vendors. We need to think of it as a service to the community. And especially after the front-page paper and Carson City didn’t do so good in the overall health rating. So we take the senior coupons. We are there giving recipes. We are there doing cooking demonstrations. We have non-profits there. We have at least ... twelve small Carson City businesses and we’re going to take on a couple more this year. ... It’s not an event. It’s a community service.”

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Ms. Marrone advised of having been informed that the Farmers Market signage has been illegally placed over the past four years. "... we need to figure out a way that we can still do this and get the word out because one of the things they know from all the studies they've done is that you have signage on a main thoroughfare ..., it brings in 20 percent more of the business. And so we want to do that." Ms. Marrone advised that the Farmers Market held at the Pony Express Pavilion will not take place this year. "It's a sad thing ... for the City. It's a sad thing for our community and it's different than our market. That's a grab and go market. ... Our market is way more community oriented; come and stay, have a bite to eat and shop." She expressed concern that the Third and Curry Streets Farmers Market will not suffer the same fate as the Pony Express Pavilion Farmers Market. In response to a question, she discussed her understanding of the reasons the Pony Express Pavilion Farmers Market will not take place this year.

Chairperson Aldean suggested considering some leniency in the existing Code for off-premises signs for occasional special events. Mr. Plemel offered to work with Ms. Marrone prior to the start of the Farmers Market season. He acknowledged that the Office of Business Development has supported advertising for the Farmers Market since its inception, and advised that the costs have now been integrated into the Office of Business Development budget.

(10:35:02) RSVP Executive Director Janice Ayres commended Ms. Marrone on her management of the Farmers Market. Ms. Ayres reviewed the three RSVP events submitted in one application, and the associated costs. She expressed concern that the recommended funding will be insufficient in consideration of the various City fees which must be paid in conjunction with each event. She displayed letters from representatives of the Gold Dust West and the Carson Nugget expressing support for the RSVP events. She requested a \$25,000 allocation to the RSVP Fourth of July event, and expressed appreciation for the funding recommendations. She noted that "the money that we make from this comes right back into the community in taking care of our seniors and keeping them out of institutions."

(10:38:09) NV Shows Event Organizer Rich Crombie reviewed the listed events which his company organizes, and thanked the Redevelopment Authority for their consideration of funding the Carson City Rendezvous event in 2012 and 2013. He provided an overview of a recent Rendezvous planning meeting. In response to a question, Mr. Crombie advised that NV Shows will fund the marketing and advertising for the Rendezvous and Silver Dollar Car Classic events. "Any income ..., whether it's sponsorships or vendors or grants or things of that sort fall under the revenue category and so, hopefully, then the bottom line, if there's a ... surplus, ... gets rolled over into the account for that event for next year." In response to a further question, Carson City Convention and Visitors Bureau representative Joy Evans explained that "the Silver Dollar Car Classic is still kind of under the umbrella of the Convention and Visitors Bureau and the reason being ... that event brings a lot of people from out of town. And they send the registrations to me and, therefore, I can turn around and help them find lodging [in] Carson City." Ms. Evans advised of approximately 40 registrations, 32 of which are from out of the area. She advised of having requested Mr. Crombie to promote the Silver Dollar Car Classic. In response to a further question, she advised that no money is allocated from the Convention and Visitors Bureau for the Silver Dollar Car Classic or Carson City Rendezvous events. She acknowledged that no funding is allocated for marketing these events. In response to a further question, Mr. Crombie advised that NV Shows funded creation of the advertising poster. "NV Shows pays for it out of the overall event budget which will show, perhaps, if there is a grant from the Arts Council or the CVB or the Redevelopment ... in the revenue side of it. But then the expense

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is coming out ..., so actually the check would be written from NV Shows.” In response to a further question, Mr. Crombie explained that any redevelopment allocation will be deposited into the “overall budget that will assist in helping pay for all the advertising and the marketing and everything else.”

In response to a further question, he advised of having established a separate bank account for each Carson City event managed by NV Shows. In response to a further question, he advised that he is the account signatory. In response to a further question, he reviewed NV Shows history and his experience in the area. Mr. Plemel advised that the Redevelopment Authority special event program is conducted on a reimbursement basis. “We want to make sure that the event takes place before we give them all the money or that they’re incurring expenses. So it’s not a check to all these up front and then maybe they do the event ...”

Chairperson Aldean expressed concern that the CCCVB is “offloading this onto Redevelopment. ... there is a nexus ... in redevelopment law, in our own plan for redevelopment. Some of the money can be used, from the revolving fund, to encourage the congregation of people in redevelopment areas. And that obviously helps our merchants.” She noted that Ms. Evans had just pointed out that the events bring people to town and “put heads in beds.” She expressed the opinion that “it’s appropriate for the CCCVB to be funding some of these expenses,” and uncertainty as to the reason “it’s fallen off their radar screen.” She encouraged Ms. Evans to convey to CCCVB Executive Director Candace Duncan and the CCCVB Board of Directors that “this needs to be a shared burden.” Chairperson Aldean entertained additional questions or comments of Mr. Crombie and, when none were forthcoming, thanked him for his attendance and participation.

(10:48:54) Nevada Day, Inc. President Ken Hamilton expressed the opinion that last year was the best Nevada Day Parade. He advised that \$28,000 was raised, from the first Governor’s Banquet, to benefit the IHOP and Reno Air Races victims. He further advised that the Nevada Day, Inc. office will be moved to a downstairs location which should be more conducive to the success of the retail component. He discussed the method by which the parade is funded. He acknowledged the anticipation that the event will “eat into” the Nevada Day, Inc. reserves for this year’s event. He reviewed costs associated with the Nevada Day, Inc. location. Chairperson Aldean thanked Mr. Hamilton for all his hard work and commended the Nevada Day event.

Member Crowell disclosed that Crowell Enterprises owns the building which houses Nevada Day, Inc. Discussion took place regarding whether or not the redevelopment funds are used to pay Nevada Day, Inc. rental costs. In response to a question, Mr. Hamilton advised that the redevelopment funds are used exclusively to market and promote the Nevada Day event.

(10:52:57) Arlington Group representative Maxine Nietz reviewed the Silver & Snowflakes Holiday Tree Lighting event application. In response to a question, she advised that the Downtown Business Association contributed volunteers to the event last year. “... they have not offered any financial assistance on this.” In response to a further question, she advised of not having requested financial assistance from the Downtown Business Association “because I’m working with them on the Legends of the West and they requested that I withdraw my grant application for that and they are completely ... funding that event.”

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Chairperson Aldean entertained additional public comment; however, none was forthcoming. Member Crowell disclosed that his family is a member of the Carson City Arts Initiative, and that he is a member of the Viet Nam Veteran's Association of America.

Chairperson Aldean entertained comments of the Redevelopment Authority members and, when none were forthcoming, reiterated the recommendation to fund the Carson City Rendezvous event. Mr. Crombie acknowledged his understanding of the recommendation. Chairperson Aldean suggested considering that the Redevelopment Authority has "deliberately moved toward funding infrastructure improvements." She expressed support for maintaining healthy ending fund balances whenever possible in consideration of emerging special events. At Chairperson Aldean's request, Mr. Providenti reviewed the estimated ending fund balance. Chairperson Aldean suggested approving the RACC recommendation for funding and then review the Redevelopment Authority budget and, "based on an analysis by staff, bring that back to the Redevelopment Authority if there is room for any augmentation." Discussion followed to clarify the recommendation.

Chairperson Aldean entertained additional Redevelopment Authority questions or comments and, when none were forthcoming, a motion. **Vice Chairperson Abowd moved to approve and recommend to the Board of Supervisors the approval of the expenditure of \$100,000 for special event funding from the Redevelopment Revolving Fund for FY 2012 / 2013 for the special events, as recommended by the Redevelopment Authority Citizens Committee, with the exception that the Carson City Rendezvous event be funded for 2012 and not 2013. Member Walt seconded the motion.** Chairperson Aldean requested staff to return to the Redevelopment Authority with a budget augmentation once a better understanding of the ending fund balance is known. She and Mr. Providenti discussed the Redevelopment Authority's direction to ensure understanding. Vice Chairperson Abowd acknowledged the intent to use the RACC's "alternative 8" as the recommendation for allocation. Chairperson Aldean entertained additional discussion and, when none was forthcoming, a vote on the pending motion. **Motion carried 5-0.**

22. ACTION TO ADJOURN (11:06:55) - Chairperson Aldean adjourned the meeting at 11:06 a.m.

The Minutes of the April 5, 2012 Carson City Redevelopment Authority meeting are so approved this 21st day of June, 2012.

SHELLY ALDEAN, Chair

ATTEST:

ALAN GLOVER, Clerk - Recorder