

CARSON CITY REDEVELOPMENT AUTHORITY
Minutes of the August 19, 1999, Meeting
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A meeting of the Carson City Redevelopment Authority was held during the regularly scheduled Carson City Board of Supervisors meeting of Thursday, August 19, 1999, at the Community Center Sierra Room, 851 East William Street, Carson City, Nevada, which began at 8:30 a.m.

PRESENT: Chairperson Robin Williamson and Members Ray Masayko, Jon Plank, Pete Livermore, and Kay Bennett

STAFF PRESENT: John Berkich City Manager
Alan Glover Clerk-Recorder
Mark Forsberg Chief Deputy District Attorney
Rob Joiner Redevelopment Director
Katherine McLaughlin Recording Secretary
(B.O.S. 8/19/99 Tape 1-3065)

NOTE: Unless otherwise indicated, each item was introduced by staff's reading/outlining/clarifying the Board Action Request and/or supporting documentation. Staff members present for each Department are listed under that Department's heading. Any other individuals who spoke are listed immediately following the item heading. A tape recording of these proceedings is on file in the Clerk-Recorder's office. This tape is available for review and inspection during normal business hours.

Mayor Masayko recessed the Board of Supervisors session and passed the gavel to Redevelopment Authority Chairperson Williamson. Chairperson Williamson convened the meeting by indicating for the record that the entire Authority was present, constituting a quorum. (See Board of Supervisors Minutes of August 19, 1999, for discussion/action on the other Agenda items.)

A. APPROVAL OF MINUTES - May 17 and 27, 1999, Budget Sessions (1-3068) - Member Masayko moved to approve the Minutes as presented. Member Bennett seconded the motion. Motion carried 5-0.

B. ACTION ON HANNAFIN/DARNEY ARCHITECTS CONTRACT FOR DESIGN WORK AND CONSTRUCTION MANAGEMENT OF "TELEGRAPH SQUARE" INTERSECTION IMPROVEMENT PROJECT AT THE INTERSECTION OF WEST TELEGRAPH AND NORTH CURRY STREETS, INCLUDING DECORATIVE CONCRETE CROSSWALKS AND RAISED PLANTERS (1-3083) - Member Bennett explained P. K. Gardner's bequest to the City and expressed the hope that these funds could be used for landscaping the planters. Mr. Joiner explained that research is attempting to determine the actual location of the original telegraph office as the intersection is called "Telegraph Square". A plaque will be installed in the square commemorating its service. Member Masayko moved that the Redevelopment Authority approve the contract between Carson City and Hannafin/Darney Architects for design work and construction management of the intersection improvement project known as "Telegraph Square", including decorative concrete crosswalks and raised planters at the intersection of West Telegraph and North Curry Streets not to exceed \$8500 assuming that the \$8500 is provided for in the Redevelopment Authority budget for this year. Member Livermore seconded the motion. Motion carried 5-0.

C. ACTION ON CARSON CITY AREA CHAMBER OF COMMERCE CONTRACT EXTENSION THROUGH FISCAL YEAR 1999/00 FOR MARKETING AND RECRUITMENT OF BUSINESSES TO DOWNTOWN CARSON CITY AND MAINTENANCE OF BUILDING SPACE INVENTORY (1-3294) - Chamber of Commerce Executive Vice President Larry Osborne - Member Bennett voiced her disappointment in the program and its progress. Mr. Osborne apologized to the Authority for not providing a color brochure. There had been a limited number of brochures printed due to the cost. One was displayed. The marketing and recruitment program was described. He felt that economics had prevented more businesses from locating to the downtown area. He admitted that the downtown focus was not the Chamber's number one priority. Reasons the Chamber had taken on the program were noted. Contacts had been made with over 100 firms with 15 interested leads which had been or are being pursued further. Future recruitment efforts were described, if the contract is renewed. He agreed with the desire to see more things happen in the downtown area but felt that it takes time. Member Bennett suggested hiring an individual to work with the Chamber and perform the marketing and

recruitment activities. The activities should be top priority. Mr. Osborne noted that quarterly reports are provided which keeps the program in the limelight. (2-0003) He felt that the focus on the downtown area is there with the Mainstreet Committee. Its activities were briefly highlighted. Reasons the Chamber's main focus is the entire business community were noted. An oral update of the recruitment activities was provided. Member Plank pointed out the lack of control over the building leases/sales which also impact a firm's business plans and the ability to relocate. He felt that the program had been responsible, balanced, and appropriate. Mr. Osborne indicated that the focus would remain on the downtown area. Every quarter targeted businesses are sent brochures and follow-up telephone communications occur. This provides qualified businesses. Colored brochures will be provided with the next report. It is changed each quarter to meet demands and provide information as indicated from the feedback. He agreed that a full-time person could generate more interest in the downtown area but questioned whether the City should be involved in this process. Member Masayko pointed out that the Chamber had met the deliverables required within its contract. It had cost the Authority \$3100 for the Chamber's program. Progress had occurred. The program had been successful and was an effective use of limited funding. Member Livermore questioned whether the goals had been too lofty particularly as they could not control the lease arrangements. He felt that the Chamber had been an equal partner in his business development in the community. Member Plank moved that the Redevelopment Authority approve Resolution No. 1999-RAR-2, A RESOLUTION APPROVING A CONTRACT BETWEEN CARSON CITY REDEVELOPMENT AUTHORITY AND THE CARSON CITY AREA CHAMBER OF COMMERCE WHEREBY THE CARSON CITY AREA CHAMBER OF COMMERCE SHALL DEVELOP AND INSTITUTE A MARKETING STRATEGY TO IDENTIFY AND RECRUIT SELECTED BUSINESSES TO FILL VACANT DOWNTOWN STORE FRONTS, MAINTAIN AND UPDATE AN INVENTORY OF DOWNTOWN BUILDINGS AND THEIR USES, AND OTHER MATTERS PROPERLY RELATED THERETO, fiscal impact is not to exceed \$10,000. Member Livermore seconded the motion. Chairperson Williamson expressed her feeling that Member Bennett's frustrations were share by other members of the community due to the desire to have the problem fixed overnight. The program was a positive step. There have been results and other developments are occurring in the downtown area. Member Bennett indicated that her comments had not been to criticize the contract agreement between Redevelopment and the Chamber but rather her view of the efforts which have occurred over the years. Someone should take ownership of the recruitment process. She would not support the motion as she did not feel that the Chamber had the ability, the interest, or the commitment to take on the ownership of the recruitment process. When the Mainstreet program had been in operation, someone had been assigned to the recruitment. This had not worked out due to the lack of money. Sooner or later this program must be re-established. She wished the Chamber luck in its program. Mr. Joiner expressed his feeling that Member Bennett's frustration is outside the contract's scope of work. He acknowledged that there had been a Mainstreet director who had performed these task, however, the funds have been expended. Since then the incentive program was established. This got people to come into the area and make improvements. Unless General Fund support is obtained, full-time recruitment could not occur. His contact with individuals indicates that absentees ownership and individuals with unrealistic expectations regarding the price of their structures are hurting the area. Peer pressure is required to change this attitude. This, however, only goes so far. The Authority's roll is to facilitate the process. There are parking and financing issues which need to be considered. He then explained a legislative bill which would expand the district's life another 15 years. This could provide additional funding for more work including infrastructure, incentives, etc. Day-by-day changes are little noticed. A comparison of the area five years ago, however, illustrates major changes have occurred. Examples were cited to illustrate changes which had occurred just last year. The Authority could only facilitate the changes. The Chamber's contract is only one small piece of the program. The motion to adopt Resolution No. 1999-RAR-2 and approve the contract with the Chamber of Commerce was voted and carried 4-1 with Member Bennett voting Naye.

D. ACTION ON A REQUEST FROM BETH SKIPWORTH (ENCORE CONSIGNMENT) FOR REIMBURSEMENT OF A SPECIAL USE PERMIT APPLICATION FEE RELATED TO RELOCATING A CLOTHING CONSIGNMENT STORE TO 208 NORTH CARSON STREET ON PROPERTY ZONED DOWNTOWN COMMERCIAL (DC) (2-0286) - Mr. Joiner's introduction included information concerning the new tenant for Ms. Skipworth's current location at 108 East John Street. Board comments supported the reimbursement incentive. Member Plank moved that the Redevelopment Authority approve a request from Beth Skipworth, Encore Consignment, to reimburse the special use permit application fee related to relocating a clothing consignment store to 208 North Carson Street on property zoned Downtown Commercial, fiscal impact is \$325.

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Member Masayko seconded the motion. Motion carried 5-0.

There being no other matters for consideration as the Redevelopment Authority, Member Livermore moved to adjourn. Member Plank seconded the motion. Motion carried 5-0. Chairperson Williamson adjourned the Redevelopment Authority.

The Minutes of the August 19, 1999, Carson City Redevelopment Authority meeting

A R E S O A P P R O V E D

ON __November_4____, 1999.

_____/s/_____

ATTEST:

Robin Williamson, Chairperson

_____/s/_____
Alan Glover, Clerk-Recorder