

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the October 25, 2005 Meeting

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A meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Tuesday, October 25, 2005 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Vice Chairperson Sally Zola
Jed Block
Stan Jones
Gigi Valenti
Jim Wallace

STAFF: Joe McCarthy, Economic Development / Redevelopment Manager
Angela Barosso, Economic Development / Redevelopment Officer
Kathleen King, Recording Secretary

NOTE: Due to an equipment malfunction, there is no recording available for this meeting.

A. CALL TO ORDER AND DETERMINATION OF QUORUM - Chairperson Williamson called the meeting to order at 5:33 p.m. Roll was called; a quorum was present. Members Bruce, Cowan, and Shafer were absent. Member Jones arrived at 5:48 p.m.

B. ACTION ON APPROVAL OF MINUTES - March 9, 2005; March 28, 2005; April 13, 2005; July 21, 2005; and August 10, 2005 - Chairperson Williamson noted a correction to page 3 of the July 21st minutes. Member Wallace moved to accept the minutes, with the noted correction. Member Block seconded the motion. Motion carried 5-0.

C. PUBLIC COMMENT ON NON-AGENDIZED ITEMS - At Chairperson Williamson's request, the committee members, staff, and citizens present introduced themselves for the record.

D. PRESENTATION OF PROPOSED CONCEPTS FOR "GATEWAY," "HIGHWAY," AND "INTERNAL" CARSON CITY WAYFINDING SIGNAGE BY ROBERT INWOOD OF MAINSTREET CONSULTING ASSOCIATES - Mr. Inwood referred to preliminary conceptual renderings which were displayed around the meeting room. He provided background information on the signage program and its components. He reviewed each of the renderings which incorporated elements indicative of Carson City, such as the V&T Railroad, the capital dome, and the State boundaries. He explained the design challenge to simplify the elements from rather complex, real components into easily identifiable images. He noted the stylized historic Mint Building, the capital dome, and the Pony Express rider as examples. He reviewed sample signage denoting heritage areas, parks and recreation, the capital, and the Nevada State Railway Museum. He reviewed two renderings which depicted how the logo renderings could be incorporated.

Mr. Inwood requested feedback of the committee members and the citizens in consideration of colors, type faces, and other details. [Member Jones arrived at 5:48 p.m.] Mr. Inwood reviewed conceptual gateway design renderings, and reiterated the request for input from the committee members and citizens present. Mr. McCarthy advised he and Mr. Inwood would be providing this presentation to Parks and Recreation Department staff. Mr. Inwood responded to questions with regard to lighting options, and acknowledged

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he would look into the possibility of solar technology. He advised that internal lighting would be LED which is better than traditional fluorescent tubing. In response to a further question, he advised the signs are designed to withstand vandalism. He acknowledged that Nevada winds would need to be considered if flags are incorporated into any design.

Mr. McCarthy responded to questions regarding project funding. Mr. Inwood responded to additional questions regarding the dimensions and back sides of the gateway signage. In response to a further question, he advised that a minimum of three gateway signs and probably four would be needed. He discussed possibilities for placement of the gateway signage.

Member Jones suggested designing the signs to be as maintenance free as possible. Miya MacKenzie expressed support for the capitol dome design, and the opinion that, because of high winds, flags wouldn't last long. She expressed support for the "energy" of the Pony Express rider, but suggested "many communities could hang their hats there." She noted Carson City is the only community that can "hang its hat" on the V&T. Dave Morgan expressed support for the monument sign with the Nevada State relief because of Carson City being the capital. He suggested marrying the capitol dome design with the Nevada State design. An unidentified citizen expressed concern that the back sides of the gateway signage will invite tagging. Mr. Inwood responded to questions regarding placement of the northern gateway signage. In response to a further question, he expressed the opinion the blue pillar design was the most cost effective and would require the least maintenance. Vice Chairperson Zola expressed a preference for incorporating the monument and capital dome designs. Member Wallace expressed a preference for the monument design because it appeared to be made of mostly natural materials. He expressed support for the option of lighting the gateway signage in several ways. Member Block expressed support for the capital dome design without the flags, and for the blue and silver motif. He expressed concern over competition with the Carson-Tahoe Regional Medical Center sign. Member Valenti expressed the opinion that the "Welcome to Carson City" on the monument sign should be bigger. Nora Shipman provided historic information on the commercialization of the Highway 50 corridor. Vice Chairperson Zola expressed an interest in replacing the brown BLM signage with blue signage. Chairperson Williamson discussed the need for a recognizable sign which directs to parking. Ms. MacKenzie advised that the Library and the aquatic facility should be included in the signage program.

Consensus of the committee members and citizens present was to use Nevada state colors, being careful not to duplicate or cross over NDOT color schemes. A preference was expressed for using the color of the Nevada State flag. Consensus was to use the century schoolbook type face. Mr. Inwood reviewed the input received on gateway signage. Mr. McCarthy advised he would resubmit the revised renderings at a future meeting. Chairperson Williamson thanked Mr. Inwood for his presentation.

E. ACTION ON ADJOURNMENT - Vice Chairperson Zola moved to adjourn the meeting at 6:51 p.m. Member Valenti seconded the motion. Motion carried 6-0.

The Minutes of the October 25, 2005 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this 11th day of January, 2006.

ROBIN L. WILLIAMSON, Chair