

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the September 8, 2004 Meeting

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A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, September 8, 2004 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Vice Chairperson Sally Zola
Don Bruce
Stan Jones
Joe Lushina
Gigi Valenti
Jim Wallace

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

NOTE: A tape recording of these proceedings is on file in the Clerk-Recorder's Office and is available for review during regular business hours.

A. CALL TO ORDER, DETERMINATION OF QUORUM (1-0007) - Chairperson Williamson called the meeting to order at 5:30 p.m. Roll was called; a quorum was present. Members Cowan and Shafer were absent.

B. ACTION ON APPROVAL OF MINUTES - July 28, 2004 (1-0012) - Vice Chairperson Zola moved to approve the minutes. Member Jones seconded the motion. Motion carried 7-0.

C. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0020) - None.

D. REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE:

D-1. ACTION REGARDING REPORT AND RECOMMENDATION BY THE ORNAMENT WORK GROUP (1-0022) - Vice Chairperson Zola reported that the ornament work group met with former Committee member Arthur Hannafin and developed a list of proposed ornaments through the year 2012. St. Peter's Episcopal Church was proposed for the 2004 ornament. Vice Chairperson Zola circulated a photograph of the church which she received from State Historic Preservation Office ("SHPO") Historic Preservation Specialist Terri McBride. Ms. McBride has requested that SHPO receive credit for the photograph if it is used in any advertising.

Vice Chairperson Zola read into the record an e-mail message from former Committee member Fred Nietz. Discussion took place regarding the inscription "Carson City, Nevada 2003" on last year's ornament, and consensus was to inscribe this year's ornament accordingly. Chairperson Williamson provided background information on the ornament project, and additional discussion took place regarding the number of ornaments to order, the sales price, the number of remaining 2002 and 2003 ornaments, and advertising. Vice Chairperson Zola reviewed the colors used for the first two ornaments, and advised of Mr. Hannafin's suggestion to use white with black trim for this year's ornament.

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Vice Chairperson Zola reviewed the proposed list of ornaments, as follows: 2005 - Bliss Mansion; 2006 - Capitol Building; 2007 - a series of five churches; 2008 - an historic building series, including the Roberts House, the Ferris Mansion, the Stewart-Nye House, the Brewery Arts Center, and the Clemens House; 2009 - the old courthouse; 2010 - the St. Charles Hotel; 2011 - the Governor's Mansion; 2012 - an historic house series, including the Krebs-Peterson House, the Rinckel Mansion, the Brougher-Bath House, the Olcovich House, and the historic house in which Resource Concepts, Inc. is currently located. Chairperson Williamson circulated the 2002 and 2003 ornaments, and discussion took place regarding historic structures to include in future years.

Member Bruce moved to approve St. Peter's Episcopal Church for the 2004 ornament and the list of ornaments up to 2012. Member Lushina seconded the motion. Motion carried 7-0. In response to a question, Vice Chairperson Zola advised that she would e-mail the information to Mr. Nietz who will place the order with Chem-Art. Discussion took place with regard to identifying the ornaments as a redevelopment project, and Member Valenti suggested requesting the Carson High School leadership group to label the ornament boxes. Member Jones discussed the importance of having both the local newspapers publish articles on the ornaments. He advised that the Purple Avocado has a list of 340 people who have reserved 2004 ornaments. Member Lushina suggested requesting Tammy Westergard to publish a feature article in *Carson Magazine*. He acknowledged that an article could be published in the Chamber of Commerce newsletter. In response to a question, Mr. McCarthy discussed the origin of the ornament project and advised that the purpose was to stimulate business downtown. Member Valenti suggested posting a flyer in the kiosk. Chairperson Williamson thanked the ornament work group. (1-0508) Discussion took place with regard to advertising the ornaments on the City's website.

D-2. DISCUSSION REGARDING CHAMBER OF COMMERCE UPDATE BY MEMBER

JOE LUSHINA (1-0363) - Member Lushina distributed and read into the record the "Carson City Area Chamber of Commerce Statement of Position Regarding Community Redevelopment." He expressed support for encouraging reduction of urban sprawl and for enticing people back to the downtown area. Chairperson Williams advised that Member Lushina is the Chamber of Commerce representative to the Committee. Member Lushina advised that the written statement is the general position of the Chamber of Commerce, and expressed the opinion that the main concern of Chamber members is possible use of eminent domain. He expressed the desire to see expansion of the redevelopment district kept to a minimum until "we're totally satisfied with what we've done so far."

Discussion took place regarding accomplishments in the redevelopment district over the years. Vice Chairperson Zola related comments from a visitor to Carson City on the improvements to the downtown area since his last visit approximately ten years ago. (1-0536) In response to a question, Member Lushina discussed the Buy Nevada marketing program. He advised that Mr. McCarthy has been invited to address the Chamber of Commerce Board of Directors. Mr. McCarthy requested Chairperson Williamson to accompany him, and Member Lushina requested them to address the events and activities supported by the Redevelopment Authority. Member Lushina invited the Committee members to a BBQ on Friday, September 24th at the Chamber of Commerce. In response to a question, he provided meeting information on the next Chamber mixer.

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D-3. DISCUSSION REGARDING STAFF REPORT (1-0618) - Mr. McCarthy advised that he

will be presenting to the Redevelopment Authority, on Thursday, September 16th, the projects funded over the last number of years, their status, and funding available for capital projects. He will be requesting input from the Redevelopment Authority as to expenditure of the remaining bond proceeds. He explained that \$2.7 million was made available when the bonds were first sold. Some of the bond funding was allocated to specific projects; \$1.2 million was reserved for construction of a parking garage. Mr. McCarthy advised that the language of the bond does not mention the parking garage, and bond counsel has advised the City that the remaining funds can be spent on any redevelopment project as long as there is no likelihood of repayment. He reviewed the list of potential projects which could receive funding, including the Lucky Spur, the St. Charles, the Ormsby House, infrastructure projects, lighting projects, and additional improvements along Curry Street. He explained that other funding opportunities will have to be explored if the Redevelopment Authority directs that the remaining bond proceeds should continue to be retained. In response to a question, Mr. McCarthy advised that the Redevelopment Authority generally convenes mid-morning. He reviewed the Redevelopment Authority items currently agendized for the September 16th meeting, and advised he would provide the Committee members with a more definitive meeting time via e-mail.

Mr. McCarthy acknowledged that the Committee should be regularly updated on available funding for incentive program projects, and discussion took place regarding the possible sale of the Plaza Motel. He and Chairperson Williamson discussed repayment of redevelopment incentive funds in the case that the motel sells. In response to a question, Mr. McCarthy explained the declining lien attached to redevelopment incentive funded projects.

Mr. McCarthy provided background information on *Carson Magazine*, and advised that the *Reno Gazette-Journal* will be publishing it quarterly. *Carson Magazine* will target a certain demographic and will be for sale in stores throughout the community. Mr. McCarthy explained that the magazine focuses on the physical feature of the River as it weaves through Douglas County, Carson City, and Lyon County. He explained that the magazine will focus on everything from long-term Carson-Valley families to arts and entertainment, with approximately 70% content and 30% advertising. A full-time advertising director has been hired. Mr. McCarthy commented that the magazine will be a powerful tool and noted that no redevelopment funds were allocated to it. He reviewed the composition of the editorial board, which includes Chairperson Williamson, Chamber of Commerce Executive Director Larry Osborne, the new Douglas County Deputy Manager, Steven Saylor, and Library Director Sally Edwards. Mr. McCarthy advised that the first edition will be published in December. He further advised that the *Nevada Appeal* is in the process of creating an arts and entertainment guide; he has a meeting with their representatives and Convention and Visitors Bureau Executive Director Candace Duncan next week. Miya MacKenzie and Tammy Westergard's MacWest Marketing company is also involved in *Carson Magazine*. Ms. Westergard was recently hired as the magazine's editor.

Mr. McCarthy provided background information on the Shop Carson City Foundation. He commented that those involved have wisely waited until the "roar of concern in northern Douglas County" died down a bit. He advised of having discussed the Foundation with Mr. Osborne and members of the Chamber of Commerce, including Gary Lyons, Executive Director of the Community Business Resource Center, Supervisor Shelly Aldean, and Tim Morsani, of WNCC. The feedback received was persuasive that the idea should be kept "on the table" and cautiously moved forward. Mr. McCarthy discussed the importance of not creating a sense that Carson City is trying to differentiate itself from its neighbors.

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Mr. McCarthy advised of having attended quite a number of performances over the summer at Third Street, the Legislative Mall, and throughout the downtown area. He reported that the performances have had a significant turnout, and reviewed the list of various performers. He advised that 141 people turned out for the opening of the courthouse exhibit. He estimated 11 business owners and operators from the manufacturing district were in attendance, and reviewed the list of attendees from the University of Nevada, Reno's School of Fine Arts. Chairperson Williamson described previous art exhibits which have been displayed at the courthouse. She advised that the most recent exhibit was juried, and that Judge Mike Griffin hosted the refreshments.

With regard to projects, Mr. McCarthy reported that a premier blues club was interested in leasing the former Garibaldi's space; however, the deal has since fallen through. The developer is considering other spaces in the downtown area. Mr. McCarthy advised of continued conversations with the owners of the Ormsby House, the Lucky Spur, and the St. Charles, all of whom may apply for redevelopment incentive funding in the future.

In response to a question, Mr. McCarthy advised that extending the period lights and fencing along Carson Street is one of the topics he will be discussing with the Redevelopment Authority at their September 16th meeting. He is in the process of obtaining cost estimates of lights and fencing for one City block. Chairperson Williamson advised that the Parks Department has assigned a full-time maintenance person to the redevelopment district. She requested the Committee members to advise of specific needs. Chairperson Williamson acknowledged that the Parks and Recreation Department Director position has been filled. She provided background information on the interview process.

In response to a question, Mr. McCarthy advised that the wireless web cloud was presented to the Board of Supervisors as a community development block grant project option; however, it was not selected. Other funding mechanisms are being considered, and meetings have taken place between Interplex International representatives and the City Engineer to determine locations for small antennas. A demonstration project will be done within the next 30-60 days to determine feasibility. Mr. McCarthy reviewed cities in which wireless access is currently available.

In response to a question, Chairperson Williamson and Mr. McCarthy reviewed redevelopment authority funding sources and allocations. In response to a further question, Mr. McCarthy provided a status report on the Ormsby House project and on the possible Nevada State Museum redevelopment incentive grant application. Discussion took place regarding the Farmer's Market which will be downtown during the month of September.

E. ACTION ON ADJOURNMENT (1-1500) - Vice Chairperson Zola moved to adjourn the meeting at 6:48 p.m. Member Valenti seconded the motion. Motion carried 7-0.

The Minutes of the September 8, 2004 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this 10th day of November, 2004.

ROBIN L. WILLIAMSON, Chair