A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Wednesday, June 11, 2003 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Vice Chairperson Linda Johnson
Art Hannafin
Joe Lushina
Fred Nietz
Morey Tresnit
Sally Zola

STAFF: Joe McCarthy, Economic Development/Redevelopment Director
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 and inspection during regular business hours.

A. CALL TO ORDER, DETERMINATION OF QUORUM (1-0008) **-** Chairperson Williamson called the meeting to order at 5:30 p.m. Roll was called; a quorum was present.

B. ACTION ON APPROVAL OF MINUTES - May 14, 2003 (1-0013) **-** Member Zola moved to approve the minutes. Member Hannafin seconded the motion. Motion carried 6-0.

C. MODIFICATION OF AGENDA (1-0022) **-** Chairperson Williamson advised that the agenda may be modified as the meeting progressed.

D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0024; 0730) **-** Dwight Millard commented that the exodus of big box stores make the need for creating a tourist destination in Carson City more obvious. He discussed his work with the V&T Railroad group, the concept of replacing "the big box tax dollars" with food tax dollars, and a restaurant development proposal for the back side of "C" Hill.

E. PUBLIC HEARING:

E-1. DISCUSSION AND POSSIBLE ACTION ON PARKING WAIVER REQUEST BY MILLARD REALTY ASSOCIATED WITH THE EXPANSION OF THE CARSON CITY HOTEL AT 801 SOUTH CARSON STREET (1-0026) **-** Chairperson Williamson referred to a copy of the plans, which were displayed, and pointed to plans that Mr. Millard had drawn on the board prior to the start of the meeting. [Vice Chairperson Johnson arrived at 5:34 p.m.] Mr. McCarthy read a June 5th memo from Principal Planner Lee Plemel into the record; copies were provided to the Committee members, staff, and Mr. Millard. Mr. Millard provided background information on the project, and reviewed the proposal using the map he had previously drawn. He responded to questions regarding the existing number of parking spaces and the number needed to accommodate the expansion, access to Copeland Lumber Yard, details of the hotel expansion, and the number of people accommodated by the existing conference room.

In response to a question, Member Hannafin advised that the area surrounding the hotel, including the Copeland Lumber Yard property, has been identified as the largest remaining area for potential redevelopment in Carson City. Member Nietz suggested that a temporary arrangement with Mr. Millard may lead to a larger redevelopment project in the future. Member Hannafin commented on the danger of the whole area becoming fragmented. He suggested that the best course would be for the City to retain control of the streets and accommodate the on-site parking waiver so that larger planning issues could be addressed in the future. Mr. McCarthy complimented Mr. Millard on considering future development possibilities in the area. Member Hannafin advised that dense development is being encouraged in the downtown area, which must go hand-in-hand with parking. Discussion took place regarding parking patterns at Red's Old Highway 395 Grill and Copper Point Plaza, the conditions outlined in Mr. Plemel's memo, and the action to be taken by the Committee. Mr. Millard requested the Committee to grant a waiver of up to 50 parking spaces provided he can "find enough on-site parking," or to grant a waiver of up to 62 parking spaces, if no additional on-site parking can be found, with the condition that a variance will be required from the Planning Commission.

Vice Chairperson Johnson discussed the problem associated with granting waivers in that parking spaces are not created. With regard to the proposed conference center, Mr. Millard advised that he would be applying for an additional parking waiver. The conference center will be tied to the hotel and when something happens with the Copeland Lumber Yard, Mr. Millard commented that he "will probably have to participate in some sort of a parking structure." Member Zola disclosed that her law firm has worked for Mr. Millard in the past. She advised that the law firm is not involved in the subject development and that she has not personally worked on anything for Mr. Millard. She indicated no conflict of interest and advised she would be participating in any action taken by the Committee. **Member Hannafin moved to grant a waiver from required on-site parking to the extent of granting 50 on-street parking places for the project as described by Dwight Millard, with the condition that Ninth Street and Fall Street remain public streets for the foreseeable future in order to safeguard future planning.** Discussion took place regarding the intent of the motion, and **Vice Chairperson Johnson seconded the motion.** Mr. Millard requested the Committee to waive the requirement for 62 parking places in order to avoid having to appear before the Planning Commission. **Member Hannafin amended his motion to waive the requirement for 62 on-site parking spaces instead of 50. Vice Chairperson Johnson continued her second.** Mr. Millard noted the requirement for a letter from the Committee which indicates a waiver of 62 on-site parking places subject to the first condition listed in Mr. Plemel's motion. Chairperson Williamson called for additional comments and, when none were forthcoming, called for a vote on the pending motion; **motion carried 7-0.** She thanked Mr. Millard for his vision, and commented on the need for more hotel rooms and new construction in the downtown area.

E-2. DISCUSSION AND POSSIBLE ACTION ON PARKING WAIVER REQUEST BY SANDRA GROVER ASSOCIATED WITH AN OFFICE CONVERSION AT 612 CAROLINE STREET (1-0813) - Mr. McCarthy advised that he had requested Ms. Grover to attend the meeting; however, she was not present. He reviewed the staff report and responded to questions regarding the nature of Ms. Grover's business. Discussion took place regarding the reason for the request, and **Member Hannafin moved to approve the waiver of three parking spaces for the applicant at 612 East Caroline Street, APN 4-242-04. Member Zola seconded the motion. Motion carried 7-0.**

E-3. DISCUSSION AND POSSIBLE ACTION ON MARKETING TEAM REPORT (1-0864) **-** Miya MacKenzie advised that she and Keith Shroy have been working to refine the video presentation script and the marketing plan. She advised that the project is on schedule, and that a sufficient amount of footage will be filmed in order to also create a commercial. The personalities considered to appear in the video/commercial are former Senator Dick Bryan and former Arizona Diamondback Matt Williams. In response to a question, Ms. MacKenzie advised that Dave Morgan will be filming during the concert series. She further advised that once the Legislature is concluded, the volunteer attorney will be developing the Shop Carson City Foundation.

- **QUARTERLY ARTS AND ENTERTAINMENT PUBLICATION, INCLUDING EVENTS CALENDAR** (1-0918) **-** Mr. McCarthy provided background information on this item, and discussed a proposal to combine the efforts of the Convention and Visitors Bureau with the goals of Redevelopment to publish a better entertainment publication and events calendar. He advised that the Convention and Visitors Bureau publication is done solely by Executive Director of Tourism Candace Duncan with limited assistance from the graphic/design department at the *Nevada Appeal*. He suggested that the time is right to develop a quality publication in conjunction with the Convention and Visitors Bureau and the volunteer marketing professionals. He requested direction from the Committee to move forward in acquiring costs, developing a design, etc.

  Kevin Ray discussed the need for a quarterly events calendar, costs, design, and methods of distribution. As an example of event coordination, he advised that 25% of the Wild West Tour participants accepted the invitation to the Brewery Arts Center to see John Tyson. Chairperson Williamson commended Mr. Ray on the success of the Wild West Tour. She discussed including a web-based calendar, and discussion took place regarding development of a data base for sending quality e-mails. Ms. MacKenzie responded to questions regarding advertising opportunities for the entertainment publication/events calendar. Mr. Ray discussed the importance of a quality publication. Mr. McCarthy acknowledged that the calendar would be submitted to the bid process. Member Nietz expressed a preference for a web-based calendar in order to accommodate schedule changes. Discussion took place regarding the various methods for publishing event information.

E-4. DISCUSSION AND POSSIBLE ACTION ON CAPITAL CITY MUSIC SERIES REPORT (1-1279) **-** Mr. McCarthy commended Ms. MacKenzie and Mr. Ray on their efforts toward the concert series. Ms. MacKenzie advised that ticket sales to date equate to approximately 50% capacity. She acknowledged that food and beverages will be available, and advised that each concert will have a food theme. She requested volunteers, advised of the volunteer orientation schedule, and discussed the contributions by the owner of the Greenhouse Garden Center. Additional discussion took place regarding various details associated with the concert. The Committee thanked Ms. MacKenzie and Mr. Ray.

E-5. DISCUSSION AND POSSIBLE ACTION ON DOWNTOWN CARSON CITY BUSINESS ASSOCIATION UPDATE (1-1411) **-** Jed Block displayed sample banners depicting the Redevelopment Strategic Plan logo, and discussion took place regarding color coding, the material, and mounting/maintenance techniques. He advised of discussing with a NDOT representative the possibility of mounting a banner across Carson Street when there are no others displayed. He further advised of ordering copies of photographs from the Nevada State Museum which redevelopment will be able to use in the marketing program for “before and after” shots. He related details of a conversation with Doreen

Mack regarding discussion which took place at the last Committee meeting. Mr. McCarthy and the Committee members thanked Mr. Block for his efforts.

E-6. DISCUSSION AND POSSIBLE ACTION ON CHRISTMAS ORNAMENT DESIGN AND PRODUCTION (1-1711) - Member Nietz reviewed and circulated the original and revised designs for the 2003 ornament, and reviewed revisions to the 2002 ornament as discussed at the May Committee meeting. Discussion took place regarding the 2003 design, and Member Hannafin suggested punching out the portico on the front of the building. Member Nietz responded to questions regarding the costs and the number of ornaments to be ordered.

E-7. DISCUSSION AND POSSIBLE ACTION ON KIOSK DESIGN AND PRODUCTION (1-1866) - Chairperson Williamson explained the RFQ process, and Member Hannafin suggested constructing only one kiosk at first.

E-8. DISCUSSION AND POSSIBLE ACTION ON BRONZE MEDALLION (V&T AND CAPITOL) DESIGN, CASTING AND POSSIBLE ORDERING (1-1912) - Mr. McCarthy circulated bronze medallion samples and provided background information on the artist and the manufacturer. He advised that two of the medallions will be presented to Senator Mark Amodei as a gift. He referred to the list of costs included in the agenda materials and provided an overview of the various designs. He suggested considering the medallions as gifts, awards, etc., and discussion took place regarding design details and possible uses. Mr. McCarthy requested volunteers to work with him on suggestions for consideration by the Committee. Members Hannafin and Zola, Chairperson Williamson, and Mr. Block volunteered.

E-9. DISCUSSION AND POSSIBLE ACTION ON PARKS AND RECREATION FEES (1-2067) - Mr. McCarthy reviewed the staff report, provided an overview of the Burke Consortium, discussed the Burke Consortium's proposal to present a televised debate series in the Community Center Sierra Room and their request that Redevelopment pay the Sierra Room rental fee. Discussion took place regarding the debate series, concerns over the purpose behind the debate series, and the possibility of the Committee sponsoring a series of discussions focusing on redevelopment/economic development. Member Hannafin expressed a concern with regard to setting a precedent, and consensus of the Committee was to deny the request by the Burke Consortium to pay the Sierra Room rental fees.

Mr. McCarthy requested volunteers to consider the possibility of creating a funding pool for the use of parks and recreation facilities and for liability insurance. Chairperson Williamson expressed the opinion that facility users should pay the required fees. Parks and Recreation facilities have for profit and non-profit rates, and Chairperson Williamson reviewed the fees required for various events. Discussion took place regarding liability insurance options for events, and Mr. McCarthy requested volunteers to serve as a working group. Member Nietz volunteered and suggested involving local insurance agents/ representatives and Risk Management Coordinator Tony Baker. Member Lushina volunteered as well. Member Nietz agreed to coordinate the meeting.

E-10. DISCUSSION AND POSSIBLE ACTION ON AMENDMENTS TO 1999 INCENTIVE RESOLUTION AND CURRENT BYLAWS (1-2684) - Mr. McCarthy advised that Deputy District Attorney Melanie Bruketta had reviewed the resolution and approved it. In response to a question, he reviewed the purpose and function of community development block grants. In response to a further question, he advised that the Committee establishes its own Bylaws which are not subject to review and approval by the Board of Supervisors. **Vice Chairperson Johnson moved to approve A Resolution to Amend the 1999 Carson City Redevelopment District Incentive Program. Member Tresnit seconded the motion.** Discussion took place regarding the composition of the Committee, and **Vice Chairperson Johnson amended her motion to include approval to amend the composition of the Redevelopment Authority Citizens Committee. Member Tresnit seconded the motion. Motion carried 7-0.**

F. INTERNAL COMMUNICATION AND ADMINISTRATIVE MATTERS (1-3058) - Mr. McCarthy reviewed the e-mail from Eleanor Bugli which was included in the agenda materials.

F-1. FUTURE AGENDA ITEMS (1-3089) - Previously covered.

G. ACTION ON ADJOURNMENT (1-3091) - Member Zola moved to adjourn the meeting at 7:47 p.m. Member Nietz seconded the motion. Motion carried 7-0.

The Minutes of the June 11, 2003 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this 9th day of July, 2003.

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ROBIN L. WILLIAMSON, Chair