

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

Minutes of the October 8, 2003 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, October 8, 2003 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Art Hannafin
Joe Lushina
Fred Nietz
Sally Zola

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 (1-0006) - Chairperson Williamson called the meeting to order at 5:30 p.m. Roll was called; a quorum was present. Vice Chairperson Johnson and Member Tresnit were absent.

B. APPROVAL OF MINUTES - September 10, 2003 (1-0011) - Member Hannafin moved to adopt the minutes, as presented. Member Zola seconded the motion. Motion carried 4-0.

C. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0021) - Maxine Nietz, of The Arlington Group, circulated two Seventh Annual Salsa Y Salsas Festival programs, and provided an overview of the event. She reviewed community support, and expressed appreciation for the Committee's support. She circulated a survey conducted by Nevada Hispanic Services during the Festival, and advised that survey data is available from the last five years.

D. REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE:

D-1. DISCUSSION AND ACTION ON "CHRISTMAS IN THE CAPITAL" PROJECT, INCLUDING POSSIBLE FUNDING SUPPORT (1-0055) - [Member Lushina arrived at 5:34 p.m.] Deborah Wiggins introduced Lynn Winters, and provided an overview of the proposed event as detailed in the October 3, 2003 memo which was distributed to the Committee members and staff prior to the start of the meeting. Ms. Wiggins responded to questions regarding the method by which the \$1,500 request was determined, plans for next year, connections with the annual tree lighting ceremony, details regarding the tree decorating contest, and the event time table. Mr. McCarthy acknowledged that the event is compatible with the Committee's bylaws.

(1-0398) In response to a question, Ms. Wiggins advised that the title of the event is "Christmas On the Capital." Ms. Nietz offered to make an announcement of the various event details during the Christmas Tree Lighting Ceremony. She encouraged continuing the Carson City theme of using white lights for the storefront decorating contest.

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Ms. Wiggins responded to additional questions regarding the event kick off date. Mr. McCarthy advised of a recent phone call from Rosene Bennett, the principal of a local professional dance company, who inquired as to the possibility of an outdoor Christmas ballet at the Legislative Mall amphitheater. He advised that there are other opportunities for exposure of the Christmas on the Capital event, and that Ms. Bennett's event is entitled "Tis the Season." Ms. Nietz offered to provide an announcement on the storefront decorating contest through the Downtown Carson City Business Association.

With regard to additional publicity of the event, Member Zola suggested contacting Dave Morgan, of Nevada Video Productions, and Member Nietz suggested contacting Candace Duncan, Executive Director of the Carson City Convention and Visitors Bureau. **Member Zola moved to grant the sum of \$1,500, as seed money, to the Christmas on the Capital Committee for Christmas on the Capital, specifically for prize money for the Christmas tree decoration contest, prize money for the poster contest, for printing and advertising, and for a roving plaque that would be awarded to the best storefront decoration winner. Member Lushina seconded the motion. Motion carried 5-0.**

D-2. DISCUSSION AND ACTION ON ANNUAL CHRISTMAS TREE LIGHTING CEREMONY, "SILVER AND SNOWFLAKES", INCLUDING POSSIBLE FUNDING (1-0580) - Ms. Nietz distributed a proposed budget and circulated the last three years' event fliers. She reviewed the proposed budget, and advised that this year's coloring contest theme is "Toys". Due a financial interest, Member Nietz left the meeting room at 6:06 p.m. Ms. Nietz reviewed details of the event, and Chairperson Williamson requested that Santa Claus be scheduled to arrive toward the end of the ceremony in order to maintain the focus and because of safety concerns. Discussion took place with regard to the same, and Chairperson Williamson requested Ms. Nietz to make the event fliers available at City Hall during the day of the event. Additional discussion took place regarding the coloring contest.

Ms. Nietz advised that the State and the LCB Building and Grounds Departments have both granted permission regarding the lights, use of the grounds, etc. She further advised that the willow reindeer program through the schools will be continued this year. She anticipates that the event printing will be free through the State Printing Office. She advised of the DCCBA members who will be stringing lights. Business License Compliance Officer Beth Huck is coordinating that portion of the event which takes place at City Hall. Mr. McCarthy acknowledged that this event was included in the Committee's annual budget. Consensus of the Committee was that no action was needed. Chairperson Williamson expressed appreciation for the event. Mr. McCarthy expressed appreciation to Ms. Nietz for the efforts of all those involved. Ms. Nietz discussed the possibility of the Governor and Mrs. Quinn being available for this year's event. If they are not, Secretary of State Dean Heller has agreed to host the event.

D-3. REPORT ON THE DOWNTOWN CARSON CITY BUSINESS ASSOCIATION (1-0892) - Chairperson Williamson noted there were no representatives of the DCCBA present at the meeting.

D-4. REPORT ON THE CHRISTMAS ORNAMENTS FOR 2003 (1-0894) - [Member Nietz returned to the meeting room at 6:20 p.m.] Chairperson Williamson advised that ornament sales are scheduled to begin October 25th, the date of the Ghost Walk event. She listed the business owners interested in selling the ornaments. Member Nietz suggested making arrangements for publicity, and discussion took place regarding the publicity time table. Mr. McCarthy circulated the ornaments, and expressed appreciation to Member Nietz for all his efforts.

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D-5. REPORT ON THE DOWNTOWN KIOSK (1-0995) - Mr. McCarthy advised that the bid is in the process of being awarded.

D-6. REPORT ON STATUS OF CURRENT PROJECTS (1-1020) - Mr. McCarthy reported that the current Carson City Chamber of Commerce Leadership Class, under the supervision of Senior Sign Maintenance Technician Curtis Horton, will be repainting the blue line on Saturday, October 11th. He advised that the paint was donated by the Redevelopment Authority and a laser painter will be loaned by the Parks Department. He invited the Committee members to participate.

Mr. McCarthy advised of having recently met with the Shop Carson City Foundation marketing team who are becoming a bit discouraged. Apparently, responses from the business community have been less than enthusiastic. He provided them input regarding a different approach, and advised that he would keep the Committee apprised of the progress.

Mr. McCarthy distributed fliers on the "Meanwhile Back at the Ranch" panel discussion. He discussed the panelists' backgrounds, the underwriters, and the Nevada Neighbors Series. He distributed copies of Resolution No. 2003-RAR-2 and 2003-R-37, "A Resolution Amending the 1999 Resolution Re-Establishing the Carson City Redevelopment District Incentives Program and the Redevelopment Authority Citizens Committee." He expressed appreciation to Member Zola for her assistance in refining the language, and provided an overview of the revisions.

Mr. McCarthy anticipates a redevelopment incentive funding application to be submitted in the near future by the owners of the historic Stewart-Nye building on the corner of Minnesota and King Streets. He discussed plans for the property, including street scape, landscaping improvements, and opening the property for public functions. He advised that the owner of the Flower Bucket will be submitting a remodeling proposal in the near future. He has been working with her regarding the application process. Mr. McCarthy advised of ongoing discussions with the principal property owners associated with Copper Pointe Plaza. Tom Metcalf has indicated the desire to be the primary developer, and has been conversing with James Crawford, the CEO/President of Tumalum Lumber. Dwight Millard will continue to be encouraged to participate in a way that conforms with the design guidelines. The owners and principals at Copper Pointe would like to blend in their efforts as well. Mr. McCarthy advised that he and Chairperson Williamson are working with State Public Works Manager Dan O'Brien on a shared parking arrangement.

Mr. McCarthy advised that he and Chairperson Williamson are working with Planning and Community Development Department staff to introduce a mixed use overlay or a potential zoning change to the redevelopment district which will allow for complimentary uses. The goal is to add uses such as grocery stores, art galleries, residential, mixed use, etc. without having to go through the special use permit process. A public meeting, with property owners as the target audience, will be scheduled in the near future to begin discussing the proposal. Chairperson Williamson advised that the first meeting is tentatively scheduled for November 5th. Discussion took place regarding the purpose of the proposed zoning changes, and Mr. McCarthy advised that a rough draft will be presented to the Committee at the appropriate time.

With regard to the Lucky Spur, Mr. McCarthy advised that the project has been let and that the owners are in the process of selecting a general contractor. He commented on the beautiful work done by the City between the Lucky Spur and Gary Sheerin's building. Mr. McCarthy advised that, after much hard work

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and diligence, there is some confidence the Ormsby House renovation project will go forward. He responded to questions regarding the requirement to cap the sewer line at the Capitol Motel, and discussion took place regarding the same. In response to a question, Chairperson Williamson discussed the tour of the Ormsby House in which she and Mr. McCarthy participated on September 15th. Discussion took place regarding the status of the Great Basin Exploration Center.

E. COMMITTEE MEMBER COMMENTS/FUTURE AGENDA ITEMS (1-1720) - Member Nietz reported that the missing Christmas lights have been located, thanks to Miya MacKenzie. Discussion took place regarding the recent presentation to the Planning Commission by the Economic Vitality Coalition, specifically the proposal to develop additional redevelopment districts. Member Hannafin suggested that a presentation should be agendized for the Committee, as well. Additional discussion took place regarding additional redevelopment project areas. Member Hannafin requested a copy of the Economic Vitality Coalition's presentation, and Mr. McCarthy advised that he would provide copies to each of the Committee members. Chairperson Williamson advised Member Nietz of the review prepared by Courtney Mooney. Mr. McCarthy advised he would provide a copy to Member Nietz.

In response to a question, Mr. McCarthy reviewed the composition of the Economic Vitality Coalition and advised that it is chaired by Supervisor Livermore. Mr. McCarthy, WNCC Business and Education Coordinator Tim Morsani, and Consultant Charlie Long have served as Coalition staff. Mr. McCarthy provided an overview of the reports developed by the various work groups, including the Business and Education Enhancement Committee, the Airport work group, and the Alternative Energy work group. He advised that the Economic Vitality Coalition anticipates that its work will be complete by January 2004, at which time they hope to become an advisory committee to economic development specialists throughout the City.

F. ACTION ON ADJOURNMENT (1-2248) - Member Zola moved to adjourn the meeting at 7:20 p.m. Member Nietz seconded the motion. Motion carried 6-0.

The Minutes of the October 8, 2003 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this 12th day of November, 2003.

ROBIN L. WILLIAMSON, Chair