

CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

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A regular meeting of the Carson City Redevelopment Authority Citizens Committee was scheduled for 5:30 p.m. on Tuesday, February 20, 2001 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Chairperson Robin Williamson
Vice Chairperson Linda Johnson
Steve Browne
Art Hannafin
Joe McCarthy
Fred Nietz

STAFF: Rob Joiner, Redevelopment Director
Katherine McLaughlin, Recording Secretary
(RACC 02/20/01)

NOTE: Unless indicated otherwise, each item was introduced by Chairperson Williamson. 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 (1-0001) - Chairperson Williamson called the meeting to order at 5:32 p.m. Roll was called; a quorum was present. Member Tresnit was absent.

B. APPROVAL OF MINUTES (1-0020) - Member Hannafin moved to approve the minutes of January 10, 2001. Vice Chairperson Johnson seconded the motion. Motion carried 6-0-1-0.

C. MODIFICATION OF AGENDA (1-0033) - None.

D. PUBLIC COMMENTS (1-0036) - None.

E. DISCUSSION AND ACTION ON:

E-1. REVISED BUDGET CATEGORIES FOR FY 00/01 AND FY 01/02, REDEVELOPMENT BUDGET AND ACCOUNTS BUDGETING FOR FY 01/02 (1-0040) - Chairperson Williamson advised of a meeting with Mr. Joiner and Deputy Controller Tom Minton. She referred to Mr. Joiner's staff report, and reviewed and discussed the proposed amounts assigned to each expenditure category. Discussion took place with regard to the purpose for the Property Purchase category, the amount assigned to the Special Events Category, ensuring the budget categories are appropriate, the source of the funding, the City's upcoming budget hearings, and reallocating the funding in the future.

Vice Chairperson Johnson expressed a concern over including the Revolving Loan Program category before establishing parameters for the same. In response to a question, Chairperson Williamson provided background information on the revised budget categories. In response to a further question, Mr. Joiner explained the revolving loan program. Vice Chairperson Johnson suggested researching documentation from other redevelopment agencies. Discussion took place regarding allocation of the \$200,000 received

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as personal property tax from Employer's Insurance Company, and Committee consensus was to allocate \$100,000 to the Revolving Loan Program category and \$100,000 to the Incentive Program category. **Member Browne moved to approve the budget with the suggested expenditures as discussed. Member Hannafin seconded the motion. Motion carried 6-0-1-0.** Vice Chairperson Johnson suggested agendizing the Revolving Loan Program for the next meeting.

E-2. APPLICATIONS FOR GRANT FUNDS SUBMITTED TO REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE (1-0380) - Tisha Johnson, on behalf of Raquel Knecht of Nevada Hispanic Services, presented the request for funding professional management of the fourth annual Salsa Y Salsas! event, as outlined in the application included in the agenda materials. In response to a question, Ms. Johnson advised that Nevada Hispanic Services will be contracting with The Arlington Group. Member Nietz left the meeting room at 5:54 p.m. Ms. Johnson responded to questions regarding the location of the event, the date, the entertainment and vendors, and the possibility of locating a portion of the event in the downtown core.

Candace Duncan, Executive Director of Tourism at the Carson City Convention and Visitors Bureau ("CCCVB"), reviewed the grant application for the Carson City Rendezvous Committee. In response to a question, Ms. Duncan advised that The Arlington Group is under contract with the CCCVB for the event. She provided background information on the event, reviewed funding sources for last year's event, and discussed plans for this year. She responded to questions regarding advertising/publicity and funding for the same, methods by which to measure crowd demographics, last year's survey results, hotel/motel demographics, and including the downtown core in the event.

Ms. Duncan reviewed the grant application for the Wild West Weekend, and discussed the reason for expanding the event to more than one day. She advised that new elements have been added to the event, and that the funding request is for the street dance scheduled at Telegraph Square on Friday evening. She reviewed the activities planned for the weekend, and explained the reason the event was moved to Memorial Day Weekend. In response to a question, Mr. Joiner advised that the Redevelopment Authority spends approximately \$8,750 on this event. Ms. Duncan clarified that sale proceeds from the tickets are returned to the Redevelopment Authority.

In response to a question, Ms. Duncan advised that The Arlington Group is not involved in the Silver Dollar Car Classic. Ms. Duncan provided background information on the event, and advised that the CCCVB has contracted with New Century Entertainment to provide professional management. She discussed goals for the event, and advised that profits are given to local charities each year. She reviewed the planned activities, and discussed demographics from past events. In response to a question, Ms. Duncan advised that the CCCVB granted the Silver Dollar Car Classic \$2,500 last year. Member Nietz returned to the meeting room.

Mr. Joiner reviewed the application submitted by the Carson City Senior Citizens Center, and advised that discussions have taken place regarding additional locations for banners across Carson Street. Discussion took place regarding concurrent events and possible conflicts.

Mr. Joiner reviewed the application submitted by the Carson City Library Foundation. Chairperson Williamson advised that the library is in the redevelopment district.

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In response to a question, Member Nietz advised of possible involvement with the events at Mom and Pop's Diner. He left the meeting room at 6:25 p.m. A quorum was still present. Mr. Joiner reviewed the grant application for funding entertainment at a weekly event on Third Street. Discussion took place regarding attendance at last year's weekly events. Mr. Joiner reviewed the grant application for funding advertising, entertainment, and prize money for the Jaycees Chili and Rib Cookoff event. Discussion took place regarding the dates for the Silver Dollar Car Classic and Hot August Nights and the proposed purpose for any profits from the Chili and Rib Cookoff. Member Nietz returned to the meeting room.

Mr. Joiner advised that the Redevelopment Authority granted Nevada Day, Inc. \$1,000 last year for advertising and promotion for out of area visitors. He reviewed the grant application. In response to a question, Member McCarthy indicated that he has not been approached regarding involvement of the Brewery Arts Center. Member Nietz left the meeting room at 6:31 p.m. Discussion took place regarding the cultural events listed in the application, and the purpose for the requested funding.

Member Nietz returned to the meeting room at 6:32 p.m. Mr. Joiner reviewed the application submitted by the Advocates to End Domestic Violence. In response to a question, Ms. Duncan advised that the Taste of Downtown sells out of tickets every year. She clarified that because of the impact to the restaurants, the event is only allocated 1,000 tickets to sell. She provided an estimate of the number of people over and above Taste of Downtown participants who come downtown just to hear the bands. Discussion took place regarding the ticket cost and the purpose for additional advertising.

Mr. Joiner reviewed the application submitted by the Fountainhead Foursquare Church.

Vice Chairperson Johnson discussed her understanding of the purpose for redevelopment funding, and expressed a concern over funding events which have no connection with the downtown core. Dan Mooney commented that the strategic planning process has been somewhat nefarious in its purpose definition. He indicated that, at one time, the Committee decided that economic, physical, and aesthetic revitalization should include the entire redevelopment district and not just the downtown core. Since that time, the focus has shifted to the downtown core. Member Browne pointed out that the Pony Express Pavilion and the Community Center are included in the redevelopment district. Discussion took place regarding the definition of downtown economic revitalization, the criteria for awarding the grant funding, and the Committee's defined purpose at its inception.

Member Nietz discussed feasible locations for the Nevada Hispanic Services Salsa Y Salsas! event. He left the meeting room at 6:50 p.m. Discussion took place regarding the Salsa Y Salsas! event, and possible ways to blend it into the downtown core. Ms. Johnson acknowledged that the event coordinators would be open to discussing this possibility. **Member McCarthy moved to approve the request by Nevada Hispanic Services to underwrite Salsa Y Salsas! this year in the amount of \$3,000 to sustain this event one more year with the hope that the event coordinators would collaborate with the Brewery Arts Center to extend it to a two-day event in the following year. Member Browne seconded the motion,** and commented that the Hispanic community needs to be included in downtown redevelopment and the identity of the entire community. He suggested that efforts should be made to include the downtown core in the event this year. Member Hannafin concurred. Ms. Johnson indicated that the management group may be able to assist with this request, and expressed the opinion that Ms. Knecht would most likely be amenable to accommodating the request. **Member McCarthy restated his motion to indicate approval**

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of the \$3,000 request from Nevada Hispanic Services for this year's Salsa Y Salsas! event scheduled for September 16, 2001 with the stipulation that an activity is added to include the downtown core over that weekend. Member Hannafin seconded the motion. Motion carried 5-0-1-1.

Vice Chairperson Johnson pointed out that the Carson Rendezvous event includes a downtown parade. **Member Browne moved to approve the request for funding in the amount of \$5,000. Member Hannafin seconded the motion.** Ms. Duncan acknowledged a commitment to emphasize the parade this year. **Motion carried 5-0-1-1.** Ms. Duncan thanked the Committee.

Chairperson Williamson reviewed the request to fund advertising and entertainment for the street dance to be held on Friday evening at Telegraph Square during the Wild West Weekend. **Member Browne moved to approve the request for \$1,500. Vice Chairperson Johnson seconded the motion. Motion carried 5-0-1-1.**

With regard to the request by the Silver Dollar Car Classic event coordinators, **Member Browne moved to approve the request for \$2,500. Member Hannafin seconded the motion.** In response to a question, Ms. Duncan advised of the proposed location for the street dance. **Motion carried 5-0-1-1.** Ms. Duncan thanked the Committee.

With regard to the request submitted by the Carson City Senior Citizens Center, **Member Browne moved to deny the request. Vice Chairperson Johnson seconded the motion.** She commented that she is in favor of the Senior Nutrition and Services Program, but indicated that the request does not represent a valid use for redevelopment funding. **Motion carried 5-0-1-1.**

With regard to the request submitted by the Carson City Library Foundation, **Member Browne moved to deny the request. Vice Chairperson Johnson seconded the motion.** Member Browne commented that the event has no connection to the downtown core. He suggested that a Library Foundation representative should have been present to discuss the possibility of tying the event to the downtown core. Chairperson Williamson reiterated that the Library is in the redevelopment district. Member Browne advised that his motion was based on the previous discussion and the consensus of the Committee that the downtown core should be included in the events. Mr. Joiner acknowledged that he had contacted the applicants to advise them of this meeting. He inquired as to whether the Committee would entertain further discussion of the events at a future meeting, and discussion took place with regard to the same. Committee consensus was to invite the applicants to the next meeting to further discuss the events. Member Browne suggested sending a letter to the applicants advising of the reason for denial of the request, and offering to allow them an opportunity to re-address the Committee at a future date. Chairperson Williamson called for a vote on the pending motion. **Motion carried 4-1-1-1.**

Discussion took place regarding the requests submitted by Mom and Pop's Diner. Member McCarthy advised of a conversation with Brian Shaw, owner of Café Del Rio, wherein he expressed a concern regarding the fact that he had not been consulted about the events. Member McCarthy discussed the continuing lack of support by the Third Street business owners for Third Street events. Discussion took place regarding the need for additional details, and Mr. Joiner acknowledged that Mr. Cramer had provided the accounting requested by the Committee as a condition of last year's funding. David Morgan, of Nevada Video Productions, commented that a cohesiveness is needed among the Third Street business owners in

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order to ensure successful events. **Member Browne moved to deny both requests due to lack of planning and detail in presentation. Member Hannafin seconded the motion.** Member Browne requested that Mr. Joiner advise Mr. Cramer of the reason for the denial and request him to appear before the Committee with additional information. **Motion carried 5-0-1-1.**

In response to a question, Chairperson Williamson advised that Nevada Day, Inc. was provided \$1,000 last year for advertising. **Member Browne moved to approve \$2,750 to Nevada Day, Inc. for advertising and promotion for out of area visitors. Vice Chairperson Johnson seconded the motion.** Member Browne commented that Nevada Day is the “grandmother of all events in downtown Carson” and Redevelopment should have a role in continuing to advertise and promote the event to out of town visitors. He noted that this more than doubles last year’s contribution. In response to a question, Member Browne expressed the opinion that the event coordinators should explore other funding sources. Discussion took place regarding the purpose for the requested funding, and **Member Browne amended his motion to indicate approval of \$2,500 of the requested funding.** He noted that this amount is 2.5 times the amount provided last year. **Member Hannafin seconded the amendment.** Member McCarthy expressed the opinion that the entire amount should be funded because Nevada Day has the potential of being the largest event in Carson City. He commented that additional funding should be provided if requested in future years as the event continues to grow, and that Nevada Day, Inc. should double their budget and advertise throughout the region. **Member Browne withdrew his motion; Member Hannafin withdrew his second. Member McCarthy moved to approve \$5,000 for the Nevada Day Committee for advertising and publicity as stated in the application. Member Hannafin seconded the motion. Motion carried 5-0-1-1.**

Discussion took place regarding the request for entertainment funding submitted by Advocates to End Domestic Violence. Member Nietz returned to the meeting room at 7:16 p.m. Member McCarthy expressed support for the request and for the continuation of the Taste of Downtown event. **Member Hannafin moved to approve \$2,400 for Advocates to End Domestic Violence. Member McCarthy seconded the motion.** Member Browne commented that the Committee should consider an alternative role in the event. He indicated that the event puts a “huge onus” on the restaurant owners each year, and suggested funding relief for the participating restaurants in the form of a subsidy to help pay for some of the food provided. Discussion took place with regard to the same. Chairperson Williamson called for a vote on the pending motion. **Motion carried 6-0-1-0.**

With regard to the request submitted by the Fountainhead Foursquare Church, **Member Browne moved to deny the request for lack of detail. Vice Chairperson Johnson seconded the motion. Motion carried 6-0-1-0.**

Member Hannafin left the meeting at 7:21 p.m. A quorum was still present.

E-3. PRELIMINARY PROJECTS AND PRIORITIES FOR FUNDING BY REDEVELOPMENT AUTHORITY (1-2259) - Chairperson Williamson provided background information on this item, and advised that funding for projects could be made available by issuing bonds. She clarified that the maximum bond amount which can be issued is \$3 million. She requested input from the Committee members regarding priorities and projects. Suggestions included the Lucky Spur, continued capital improvement on Curry Street, purchase of St. Teresa’s Catholic Church, and the downtown parking

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garage. Vice Chairperson Johnson suggested referring back to the goals and objectives being developed as part of the strategic planning process.

In response to a question, Chairperson Williamson explained that if issuance of bonds is approved during the mid-March Board of Supervisors meeting, sale of the bonds won't take place until August 1st because of the process involved. She further explained that before bonds can be issued, potential projects must be identified. Following a brief discussion, Member Browne requested inclusion of the alley behind Gold Dust Properties. Mr. Joiner suggested including street scape improvements in front of the Ormsby House, and discussion took place regarding the Ormsby House renovation project and the Bernard property. Chairperson Williamson added a public plaza to the list, together with capital improvements and landscaping throughout the downtown area. **Vice Chairperson Johnson moved to approve the nine items listed. Member Browne seconded the motion. Motion carried 6-0-1-0.**

E-4. CONSIDERATION OF SUPPORT TO THE BREWERY ARTS CENTER FOR PURCHASING PROPERTIES OWNED BY ST. TERESA'S CATHOLIC CHURCH (1-2480) - Member McCarthy referred to the Kiosk Design Contest announcement included in the agenda materials. (Chairperson Williamson recessed the meeting at 7:30 p.m. and reconvened the meeting at 7:35 p.m.) Member McCarthy read his presentation, a copy of which was included in the agenda materials, into the record. Discussion took place regarding availability of the funding, AB 20, and legislative support. In response to a question, Chairperson Williamson explained the process for issuing bonds. Member McCarthy discussed his obligation in bringing this matter to the Committee's attention. He commented that the request is not just to benefit the Brewery Arts Center, but to provide an opportunity for transition in the community.

Mr. Joiner discussed the example provided by Assemblyman Dini at the legislative hearing in which Member McCarthy made this presentation. Chairperson Williamson related comments from Assessor Kit Weaver expressing favor for this proposal. Discussion took place regarding the Stewart-Nye House, and Member McCarthy reviewed the conceptual drawing included in the agenda materials. He discussed the acoustics in the church, other cultural venues in neighboring communities, and read quotes from Chuck Alvey, CEO of the Economic Development Authority of Western Nevada; Bob Shriver; and Kurt Robertson, Program Coordinator of the Churchill Arts Council. **Member Browne moved that the Committee authorize the expenditure of \$1,425,000 from the bond funds for purchase of the St. Teresa's property for the Brewery Arts Center in a form to be determined according to this schedule: \$675,000 in cash and \$750,000 in a low interest loan with a balloon payment, the details to be worked out at a future time. Member Nietz seconded the motion.** Vice Chairperson Johnson expressed a preference for waiting until the final budget is approved before committing this amount of money. Member Browne pointed out that funding will still be available to cover the Lucky Spur project, Curry Street capital improvements, and the incentive program. He further pointed out that the \$750,000 will be returned to the Redevelopment Authority as will any funding granted for improvements to the Lucky Spur. Vice Chairperson Johnson indicated that the Redevelopment Authority has requested funding from the legislature for a parking garage, and that matching funds will be required. She estimated the amount to be approximately \$1 million. She suggested waiting one month to make the decision.

(2-0308) - David Morgan, of Nevada Video Productions, commented that this project represents a "quintessentially core role for redevelopment." Member Browne commented that this is a defining moment

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for Carson City. Chairperson Williamson called for a vote on the pending motion. **Motion carried 4-0-2-1, Member McCarthy abstaining.**

E-5. STRATEGIC PLANNING VISIONING, MISSION STATEMENT, GOAL SETTING, PRIORITIZING, AND OBJECTIVES DEVELOPMENT FOR THE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE (2-0350) - Chairperson Williamson passed the gavel to Vice Chairperson Johnson and left the meeting room at 8:20 p.m. Mr. Mooney discussed an article regarding gambling and family entertainment in Las Vegas. He referred to the driving force which came out of the visioning process of the concept of moving the family into the downtown core. (Chairperson Williamson returned to the meeting room at 8:24 p.m.) Discussion took place regarding the Nugget owner's vision of downtown, and Mr. Mooney reviewed the next booklet in the strategic planning process. Chairperson Williamson discussed a meeting sponsored by the Sierra Business Council. Mr. Mooney requested input regarding finalization of the strategic planning process. Committee consensus was to schedule a workshop meeting on Saturday, March 10th from 9:00 a.m. to noon at Art Hannafin's office. Vice Chairperson Johnson offered the Gold Dust Properties offices as an alternative location. No formal action was taken.

E-6. AUTHORIZING SALE OF BONDS FOR FUNDING REDEVELOPMENT PLAN AREA PROGRAMS (2-0337) - **Member Browne moved to authorize the sale of the bonds. Vice Chairperson Johnson seconded the motion. Motion carried 5-0-2-0.**

E-7. RECOMMENDING ACCEPTANCE OF A STREET LIGHTING MAINTENANCE AGREEMENT FOR THE REDEVELOPMENT PLAN AREA (2-0575) - Mr. Joiner distributed a memo, dated December 27, 2000, from Parks Superintendent Scott Fahrenbruch and Facilities Superintendent Larry Nair, together with two bids from lighting and sign companies. After comparing the proposals, Mr. Joiner indicated that City staff can provide a better, less expensive service than an outside contractor. He reviewed the bid proposals and acknowledged that Mr. Nair will be able to provide the service with the requested funding. (Vice Chairperson Johnson left the meeting at 8:34 p.m. A quorum was still present.) Chairperson Williamson advised that the amount requested by City staff to cover the service had been included in the budget. No formal action was taken.

F. ADJOURNMENT (2-0619) - Chairperson Williamson adjourned the meeting at 8:37 p.m.

The Minutes of the February 20, 2001 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this 14th day of March, 2001.

ROBIN WILLIAMSON, Chairperson