

# **CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE**

## **Minutes of the September 13, 2000 Meeting**

### **Page 1**

A regular meeting of the Carson City Redevelopment Authority Citizens Committee was held at 5:30 p.m. on Wednesday, September 13, 2000 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

**PRESENT:** Chairperson Robin Williamson  
Vice Chairperson Linda Johnson  
Steve Browne  
Arthur Hannafin  
Joseph McCarthy  
Fred Nietz

**STAFF:** Rob Joiner, Redevelopment Director  
Kathleen King, Recording Secretary  
(RACC 09/13/00; Tape 1-0001)

**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 (1-0013)** - Chairperson Williamson called the meeting to order at 5:30 p.m.

**B. DETERMINATION OF A QUORUM (1-0015)** - Roll was called; a quorum was present. Member McCarthy arrived at 5:33 p.m. Member Browne arrived at 5:35 p.m. Member Tresnit was absent.

**C. APPROVAL OF MINUTES (1-0020)** - Member Nietz moved to approve the minutes of the August 9, 2000 meeting. Member Hannafin seconded the motion. Motion carried 4-0-3-0.

**D. MODIFICATION OF AGENDA (1-0033)** - Chairperson Williamson modified the agenda to address the items for which representatives were present.

**E. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (1-0045)** - None.

**F. DISCUSSION AND ACTION ON:**

**F-1. REPORT BY CARSON CITY AREA CHAMBER OF COMMERCE ON BUSINESS RECRUITMENT PROJECT (1-0047)** - Larry Osborne, Executive Vice President of the Carson City Area Chamber of Commerce, reviewed the final report on the Business Recruitment Project, materials for which were included in the agenda packets. He noted that Nevada business owners were more receptive to brochures and inquiries than California business owners. He indicated that the Chamber staff has decided to discontinue the program for two reasons: There are currently very few vacant business locations in the downtown area, and the City is considering an economic development study.

# CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

## Minutes of the September 13, 2000 Meeting

### Page 2

In response to a question, Mr. Osborne indicated that the two businesses which located downtown are the Fashion Statement and Encore Consignment. Discussion took place regarding the three restaurants and other businesses being displaced as a result of the Silver City Mall demolition, restaurant owners who have expressed an interest in the Washington Street Station, and movement of businesses within Carson City.

Mr. Osborne advised that of the \$15,000 allocated for the project, a total of \$7,400 was expended. The remainder of the allocated funding is still in the redevelopment account. Chairperson Williamson expressed appreciation for the work done by Mr. Osborne and the UNR interns. Mr. Osborne acknowledged that the data base created by the interns can be reproduced. Chairperson Williamson thanked Mr. Osborne for his presentation.

**F-2. BEVERLY BUTLER REQUEST FOR RELINQUISHMENT OF REDEVELOPMENT INCENTIVE LIEN ON PROPERTY LOCATED AT 602 NORTH CURRY STREET (1-2550) -** Mr. Joiner reviewed the staff report, and referred to the receipts included in the agenda materials indicating that Ms. Butler has spent over \$6,000 for painting and having the sign removed. **Member Hannafin moved to close the book on this matter. Member Nietz seconded the motion. Motion carried 4-0.** Member Hannafin left the meeting at 7:32 p.m. A quorum was no longer present.

**F-3. GHOST WALK AND WILD WEST TOUR EVENTS MANAGEMENT AND FUNDING (1-0235) -** Candace Duncan, Executive Director of Tourism for the Carson City Convention and Visitors Bureau ("CCCVB"), expressed appreciation for the working relationship between the CCCVB and the Redevelopment Authority. She distributed the budget for the 2000 Wild West Tour and reviewed the same. She displayed the tour guide's book, prepared by the Arlington Group, and a sample of the flyer distributed to all the area hotels/motels. She distributed the two-sided flyer for the Wild West Tour/Ghost Walk, and advised that the CCCVB covered the cost for reprinting. She continued reviewing the budget, noted that the event came in under budget and that \$526.66 was returned to the redevelopment fund.

Ms. Duncan then reviewed the Wild West Tour demographics, and discussed the possibility of converting the event from one day to two days. She advised that CCCVB staff was invited to Ely over the weekend of September 9 and 10 to present information on cultural heritage tourism. She showed a video on the Wild West Tour which was part of the Ely presentation. Discussion took place regarding the possibility of including the east side of town in the event. In response to a question, Ms. Duncan advised that the Ely presentation went very well. She discussed the recent mural project done in Ely, and the plan to use Carson City's talking house idea for the murals. Ms. Duncan introduced Joy Evans, the CCCVB Events Manager, and provided information on her experience and responsibilities. Ms. Duncan displayed a book containing newspaper and magazine clippings for events over the past year which have incorporated the Kit Carson Trail. She solicited questions on the event and budget. Chairperson Williamson inquired as to the reprinting of the two-sided flyer, and Member Nietz reviewed changes to the flyer since last year.

Ms. Duncan referred to the Ghost Walk budget, discussed the popularity of the event and the possibility of expanding it to cover an entire weekend. Maxine Nietz, of the Arlington Group, acknowledged that the Ghost Walk event paid for itself last year. At the request of Ms. Duncan, Ms. Nietz reviewed the budget. Discussion took place regarding the Kit Carson Trail maps stored at the City's warehouse, and Chairperson

# CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE

## Minutes of the September 13, 2000 Meeting

### Page 3

Williamson suggested giving them away. Consensus of the Committee was to distribute the maps to interested businesses and allow them to be sold for \$1. Chairperson Williamson requested that this matter be agendized for action at the next meeting.

Ms. Duncan reviewed the Ghost Walk demographics, and offered to work with a subcommittee to develop the event into two days. A press release, advertising budget, and invitation were distributed and reviewed. She advised that the invitation will be sent to 42 members of the media in Nevada and California, together with a Tootsie Pop ghost. A special tour will be conducted in hopes that the media will write about the event. Ms. Duncan advised that the Springmeyer House is being added to the tour. Member Nietz advised that the Brougher-Bath house and Java Joe's, the former Kitzmeyer's Mortuary, will also be added to the tour. He discussed the possibility of the Telegraph Square merchants becoming involved in the event.

Ms. Duncan noted that the tours will run from 10:00 a.m. to 2:30 p.m. and tickets will be sold only until 2:30 p.m. Breaks will be scheduled for each house, sack lunches will be provided for the docents and actors at their assigned houses, and each house will be provided an "open house" sign. Doug Cramer, of Pop's Diner, offered to assist with providing lunches.

Member Nietz discussed past participation of the SERTOMA group and their proposal to produce a Ghost Walk T-shirt this year. Vice Chairperson Johnson advised that a licensing agreement should be entered into with the SERTOMA group. Discussion took place with regard to the T-shirt, Nevada Day festivities, and the possibility of adding a cemetery tour. Ms. Evans advised that the Reno-Tahoe Territory Organization had a booth at the California State Fair which ran for 18 days. Several packages of the two-sided flyer were distributed and Ms. Evans anticipates a large turn out for the Ghost Walk. Member Nietz indicated that a more accurate count of participants will be done this year with the help of the volunteers. Ms. Nietz commented that the demographics for both events indicate a 1/3-1/3-1/3 break down between participants from out-of-state, Carson City, and other parts of Nevada. Chairperson Williamson and Vice Chairperson Johnson volunteered to work with Ms. Duncan on converting the event from one day to two.

**F-4. IDENTIFICATION SIGNS AND INFORMATIONAL KIOSKS FOR DOWNTOWN LOCATIONS/COMPLETION OF TELEGRAPH SQUARE PLANTER SIGNS (1-0974) -** Member Hannafin distributed a memo on the kiosk design competition, and reviewed the same. Member Browne suggested designating the second and third place designs as honorable mentions. He further suggested developing a marketing plan for advertising the competition. Doreen Mack suggested an additional location in front of the Tourism Authority building. Discussion took place regarding the time line, advertising the competition, the proposed locations, the purpose of the competition, and consensus of the Committee at the last meeting to hold a competition. Mr. Mooney commented that the visioning work scheduled for September 24<sup>th</sup> should produce a better idea of the Committee's concept for the kiosk design. Member Hannafin suggested that the Committee consider approving the concept of the competition. **Member Browne moved that the Redevelopment Authority Citizens Committee direct the kiosk subcommittee to follow through on their proposal for a kiosk design competition by developing a more realistic time line, a marketing plan for dissemination of the information, recruitment of designers, and more specific judging and prize criteria. Vice Chairperson Johnson seconded the motion.** Consensus of the Committee was to allow the subcommittee to proceed without being required

# **CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE**

## **Minutes of the September 13, 2000 Meeting**

### **Page 4**

to return to the Committee. Chairperson Williamson called for a vote on the pending motion. **Motion carried 6-0-1-0.**

(1-2315) - Mr. Mooney displayed a sample sign for the Telegraph Square planters, a copy of which was included in the agenda materials. He discussed the research conducted on a source for and the cost of the lettering, and distributed a sheet of font samples. He distributed his estimate to the Committee members and reviewed the same. Ms. Mack commented that the black and brass will match the downtown light fixtures. Member Nietz suggested tying the theme into the kiosk design. Mr. Mooney discussed the theme which emerged from the Telegraph Square Consortium visioning process. Discussion took place regarding the Telegraph Square signs.

**F-5. REVIEW OF “TUESDAYS AT THIRD” SUMMER EVENT AND SUGGESTIONS FOR SUMMER 2001** (1-1565) - Doug Cramer, of Pop’s Diner, discussed the problem with finding vendors, the conflict which arose with the Farmer’s Market, the market certification requirement, and the entertainment. Vice Chairperson Johnson commented that the location is prime for an event. Mr. Joiner advised that monthly rather than weekly events have been discussed. Mr. Cramer discussed the possibility of rib and chili cook off events. (Vice Chairperson Johnson left the meeting at 6:55 p.m. A quorum was still present.) Member Browne suggested a weekly gun show event and discussion followed with regard to the same. Member Nietz suggested combining a rib cook off and cowboy poetry with the Wild West Tour event.

Ms. Nietz advised that ten Tuesdays@Third events were scheduled over eleven weeks. July 4<sup>th</sup>, which fell on a Tuesday, was skipped. She indicated that her previous experience with weekly downtown events in Carson City is that attendance tends to fall off. She discussed the various entertainment which was scheduled each week. She noted that the Café del Rio patio and the indoor and outdoor seating at Pop’s Diner were full each week. She indicated that every person who attended shopped the produce vendors but not every one shopped the crafters’ booths. Mr. Cramer noted that he had a better response when he placed tables and chairs on the street. He advised that he received several phone calls over the course of the summer regarding each week’s featured entertainment.

Discussion took place regarding the Sunday Concert Series and advertising special versus weekly events. Member McCarthy suggested that alternatives be presented at the next meeting. (Member Browne left the meeting at 7:05 p.m. A quorum was still present.) Mr. Cramer commented that more vendors would have provided enough money to cover more of the event cost. Mr. Joiner discussed the purpose of the market certification requirement. Member Nietz acknowledged that the event series was successful enough that it should be continued in some form, and Member Hannafin requested that the event promoters present ideas at a future meeting. Ms. Mack commented that the visioning process will provide answers to many of the questions surrounding this event. In response to a question, Chairperson Williamson discussed the funding application process.

**F-6. NEVADA DAY ACTIVITIES AND PROMOTIONS SUPPORTED BY CARSON CITY REDEVELOPMENT AUTHORITY** - Deferred.

**CARSON CITY REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE**

**Minutes of the September 13, 2000 Meeting**

**Page 5**

**F-7. REVIEW OF “CARSON FARMERS MARKET” 2000** - Deferred.

**F-8. REDEVELOPMENT BUDGET ACCOUNT SUMMARIES** - Deferred.

**F-9. STRATEGIC PLANNING PROCESS FOR THE REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE WORKSHOP SEPTEMBER 24, 2000** (1-1385) - Dan Mooney advised of a workshop conducted with the Telegraph Square Merchants Consortium. A mission statement and overall themes were developed which will be presented at the September 24<sup>th</sup> workshop. Mr. Joiner advised that the workshop will be held at the Cooperative Extension Conference Room, 2621 Northgate Lane, Suite 15. Mr. Mooney indicated that the workshop is scheduled from 8:00 a.m. to 4:00 p.m. He inquired as to the number of participants. Vice Chairperson Johnson advised that Al Fieghan or Don Lehr will attend, and that Dwight Millard and Mary Walker will attend. Member Hannafin advised that Peter Smith will be attending, and that he would continue trying to contact Bryan Smith. Member Nietz advised that Bill Hissam will be attending, and Doreen Mack indicated that she will be attending. Vice Chairperson Johnson will call Loren Malkewicz, a State government representative, regarding his availability. Chairperson Williamson acknowledged that breakfast and lunch will be catered.

**F-10. REDEVELOPMENT AUTHORITY EVENT FUNDING APPLICATION PROCESS** (1-2080) - Mr. Joiner distributed the draft which was evaluated at a previous meeting and reviewed the comments provided by the Committee members at that time. The Committee reviewed and discussed the application. Discussion took place regarding a schedule of events. Chairperson Williamson requested that the Committee members review the application and be prepared to discuss revisions at the next meeting.

**F-11. BROUGHER-BATH HOUSE PROPOSED IMPROVEMENTS** - Deferred.

**G. COMMITTEE MEMBER COMMENTS** (1-1375) - Chairperson Williamson distributed a newspaper article from *The Oregonian* entitled “Antique dealers, specialty retailers fight mega-stores to keep downtown local,” for review by the Committee.

**H. ADJOURNMENT** (1-2602) - Chairperson Williamson adjourned the meeting at 7:32 p.m.

The Minutes of the September 13, 2000 meeting of the Carson City Redevelopment Authority Citizens Committee are so approved this \_\_\_\_\_ day of October, 2000.

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ROBIN L. WILLIAMSON, Chairperson