

Carson City Downtown Consortium
Action Group Business Committee
Meeting Agenda
Allison MacKenzie Law Firm
402 N. Division St. Carson City, NV
June 10, 2008
6:00 p.m.

- I. Welcome and Introductions
- II. Curry Street Business Development
 - discuss Curry Street corridor best-fit businesses
 - brainstorm best-fit business type ideas
 - talk with property owners
 - what questions would we ask them to promote location or relocation
 - what would they need to act
 - existing business owners/operators
 - what questions would we ask them to promote best-fit business focus/refocus and or make their current good-fit business better
 - next steps
 - Send them a letter from our action group?
 - NOW opportunities that we'd like to try to foster as our "by-example" effort?
 - Restaurant partnerships?
 - Recreational gear rental partnerships?
 - Other?
 - Developing a simple brochure for distribution during Get Down 2008 events.
 - Define content categories
 - Define production timeline
 - Define distribution opportunities
- III. Action Group Leadership Meeting Report: Chris MacKenzie
 - Outcomes – adoption of "get down summer 2008" events plan
 - Events / Promotions / cross promotion opportunity
 - Stay-Cation promotion to merge Curry Street promenade 2008 downtown events, dining opportunities and Carson City lodging into back-yard "staycations" in Carson City starting July 1 for locals heads-in beds and our back yard neighbors :30 - :45 mins. away!
- VI. Public Meeting Alert: Thursday, June 5 6:00 p.m. Board of Supervisors to hear Redevelopment Action Items – Update on meeting: Chris MacKenzie
- VII. Schedule next Business Action Group meeting