

Carson City Downtown Consortium
Action Group Leaders Committee
Meeting Minutes
Carson City Hall
June 2, 2008
6:00 p.m.

Attendance:

Present - Transportation Leader, Anne Macquarie, Business Opportunity Leader, Chris MacKenzie, Civic Investment Leader, Linda Ritter, Beautification Leader, Karen Abowd, Office of Business Development Manager, Tammy Westergard, Carson City Supervisor & Redevelopment Authority Chair, Robin Williamson.

Not present, but sent written updates: Housing Action Leader, Brenda Dahlquist, Events/Promotions Action Leader, Candy Duncan.

Not present – Public Safety Action Leader

The meeting was called to order by Tammy Westergard at 6:00 p.m.

Tammy welcomed all in attendance.

I. Nevada Arts Council presentation was not made.

III. Action Group Reports – each group to update on:

- **Transportation**

- Date of Action Group Meeting 5/27/08
- Attendance 8 members as well as CC Transp. Director P. Pittenger
- Who is missing from your group? tbc
- Recruiting: ongoing – sending the “join us” e-mail – will reach out to members to have them invite others.
- Outcomes
 - Group took tour of downtown, focused on Curry St. on JAC bus and was given information about budget process and CC’s transit system.
 - Short Term Goals
 - Analyze Curry St. for how well it functions as a downtown promenade and identify potential improvement to its walkability and then recommend to City the specific improvements. A walkability survey is available from the Action Group’s area on www.downtownanswers.com
 - Next Steps –
 - Conduct walkability survey and meet again to discuss specific recs.

- Tammy to get group GIS map of entire Curry St.
 - Tammy ask Rob Fellows to touch base with Anne to discuss Rob's current projects.
 - Action Leaders to take walkability survey
- **Public Safety –**
 - Did not meet, but Tammy reported to the group that CCSO has recently deployed newly trained reserve bike patrol officers, who will be working the Curry St. promenade throughout the 2008 events season. Tammy will follow up to group with specific details after talking with the Sheriff.
- **Business Opportunity**
 - Date of Action Group Meeting – 5-27-08
 - Attendance 5
 - Who is missing from your group? Business proprietors, property owners, downtown merchants
 - Recruiting: ongoing – sending the “join us” e-mail – Chris will send out invitation – delivered to the DT Merchants Association meeting on June 5.
 - Outcomes
 - The need for a demonstration project (like the summer events plans for 2008 from the office of business development) in order to show the community economic results that can be gleaned in the downtown
 - The need for the focus of all downtown development to be on Curry Street.
 - Important that the City creates the events to leverage the downtown vision into self-sustainability. To this end it is very important to reach out to property owners and existing businesses and seek their input.
 - Also important to have collateral packets inviting investment
 - Next Steps
 - Anne to forward name of a General Manager of a Business Improvement District to share with folks how the business community can create its own future and rely on government more for infrastructure and less for business development, however at this point incentive packages are still necessary.
 - Tammy provide list of business and property owners to action group
 - Tammy facilitate meeting with action group and building dept and planning dept to discuss specific challenges
- **Housing**
 - Date of Action Group Meeting April 28, 2008

- Attendance well attended
- Who is missing from your group? property owners, realtors
- Recruiting: ongoing – sending the “join us” e-mail
- Outcomes – To show by example for the City as to what could be accomplished in the way of in-town housing. Group members reviewed the current downtown mixed-use zoning and development code. Suggestions included looking at extended stay motels and how they fit into the City’s housings plans as well as regulation by the Fire and Health Departments. Property acquisition or guidelines on Copeland Lumber site, Hanks TV site were discussed. Also First Centennial identified 12 properties currently for sale as mixed-use, concerns regarding those properties still centered on the expense of development no profitable.
- Next Steps
 - Tammy set up with the planning dept to address for the group ideas about incentives regarding parking, zoning.
 - Tammy to forward contact for action group with:
 - Robert Neilson, an affordable housing developer in Reno, WNC’s contact regarding an active senior development, owners of St. Charles regarding artist housing on second and third floors, Tori Williams and Bruce Robertson as representative downtown real estate experts.
 - Action group to research other communities about how they handle extended stay motels and contact the Health and Fire Depts. regarding regulation of those properties vs. apartments.
- Civic Investment
 - Date of Action Group Meeting May 29, 2008
 - Attendance 16
 - Who is missing from your group? G.S.A. and State of Nevada representative(s)
 - Recruiting: ongoing – sending the “join us” e-mail
 - Outcomes
 - Banner objective is to encourage government entities to plan for civic facilities so that these facilities can lead to synergies of business and take advantage of transit, housing and other amenities in the downtown.
 - Next Steps
 - Ask GSA for representative
 - Work with GSA to ease security restrictions
 - Examine formally creating a roundhouse boundary – Linda will ask Lee Plemel to present / discuss this idea with group

- Work with private property owners on roundhouse land
 - Talk with state and other agencies about partnerships
 - Ask arts and culture commission to identify public art for the area.
 - Long Term: build a downtown central library which could include business incubator, state agencies and retail – good news regarding Senator Reid’s IMLS grant endorsement.
 - Beautification
 - Date of Action Group Meeting May 12
 - Attendance - 6
 - Who is missing from your group? Downtown merchants and property owners.
 - Recruiting: ongoing – sending the “join us” e-mail
 - Outcomes
 - #1. The one thing this committee would like to accomplish to set things on the right track is the continued maintenance of our cleanup efforts.
 - #2. A renewed sense of pride in our community is primary to our downtown redevelopment efforts. We have to bloom where we are planted!!!
 - #3. Immediate change in maintenance and continuity by city and property owners and businesses that have taken pride in themselves and their community need to be rewarded by a city incentive plan.
- Specific Opportunities for Beautification Plan:
- a) vacant lots in the downtown could allow for a community garden
 - b) quaint business facades lend themselves to shingle signage which would give our signage issue continuity
 - c) Building our own greenhouse
 - b) Banning plastic bags usage by all businesses
 - c) Consistent shingle/blade signage
 - d) Installing more park benches
 - e) Expanding the hanging planters city program to more businesses
 - f) If possible having the Christmas Tree lights all year
 - g) Allowing this committee to be a part of the review process for new building and renovations for compliance to the overall flavor of the downtown redevelopment
 - h) Cleanup of our north, south and east entry corridors and planting of these same areas.

Cleanup also of the area below "C" hill on Curry Street.

- i) Utilization of Community Service and prison inmates for continued maintenance of cleanup efforts.

- Next Steps

- 1) The community's perception and pride in their environment can create a beautification momentum. Including all ages and interests in this process brings ownership to the movement.

Since our banner objective is making the downtown clean, neat and attractive what we can accomplish now is the cleanup of the immediate downtown corridor to commence on June 7, 2008 @ 7am - 10:30 am. This will include steam cleaning of sidewalks, tree grate cleanup, and trash pickup. The high school Key Club has been contacted (potentially 4 participants) as well as Community Service (2-3 participants) and Rotary Club. As committee chair I will be addressing the Business Association for their support on June 5, 2008.

Planting of the Laxalt Plaza will be a June event as well once I have a firm date from Rob Fellows.

- 2) Send Ormsby House owners a letter asking them for:

- Note on readerboard a date of completion
- Pull weeds

- 3) Schedule meeting with Andy Burnham about public works help

- 4) Contact local FFA chapter about cooperative greenhouse.

- 5) Initiate community garden on lot behind Bike Smith

- Events / Promotions

- Date of Action Group Meeting May 26
- Attendance 1
- Who is missing from your group? Local businesses, non profit event planners, lodging property owners/managers
- Recruiting: ongoing – sending the “join us” e-mail
- Outcomes

Affirmation for 2008 Get Down events plan

We have an opportunity to create an experience in 2008 that will build excitement for downtown Carson City's eventual transformation, while strengthening our local economy.

As summer 2008 unfolds, downtown bursts with activity. Residents and visitors enjoy weekly entertainment and activities. Meanwhile, local

businesses thrive and potential businesses take notice.

- Next Steps
 - Make sure Get Down efforts sync with CCCVB look and feel and rely on CCCVB to help get the word out
 - Want to make sure the small businesses in downtown understand the recommendations of the committee and can work with the effort by being open and fully participating
 - Focus of all initial downtown promotional efforts to be on Curry Street and to the arts and cultural entities.

IV. Action Group Cross Participation Opportunities

- Transit with Action Group leadership to take walkability survey
- Business Opportunity with Civic Investment, Events/Promotions & Beautification
- Housing with Beautification

V. Best Practices

Leaders were reminded to rely on OBD for support, use the Downtown Answers Website for all meeting information and most current action group membership

VI. Public Meeting Alert: Thursday, June 5 6:00 p.m. Board of Supervisors to hear Redevelopment Action Items

VII. Next Action Leaders meeting: tba

NOTE:

FULL COPIES OF ALL ACTION GROUP MINUTES AVAILABLE ONLINE AT WWW.DOWNTOWNANSWERS.COM FROM CONSORTIUM LINK.