



Carson City Downtown Consortium  
**Business Opportunities Action Group – Chris MacKenzie, Chair**

Meeting Summary  
Carson City Library  
August 11, 2008  
6:00 p.m.

Attendance

Chris MacKenzie, Victor Honein, Joe McCarthy, Julie Peters, Stephen Thomas, Phyllis Patton, Mark Schloss, Clair Grady, Julie Grady, Robin Williamson, Karen Abowd, Diane Freelamp, Jenny Lopiccolo, Mark Lopiccolo & Tammy Westergard

*Meeting was called to order by Chris MacKenzie at 6:10 p.m.*

Chris welcomed all in attendance and ask each person to introduce themselves and affiliation, as there were new people in attendance. General commentary focused around the following:

- Chris MacKenzie talked about having attended the previous week’s branding workshop at the Brewery Arts Center on Aug. 7. He offered his initial thoughts about what the goals of the branding effort are. He also began to discuss the need to consider ways to engage more downtown businesses and encourage them to work as a unified group.
- Tammy gave a powerpoint presentation that summarized the branding presentation.
- Discussion evolved regarding next steps, several people noting that while the idea may have merit, the first steps to getting there seem a little unaccounted for. Several people, including Supervisor Williamson agreed that it is very important to be able to “deliver on the brand promise,” assuring people that there is much work to be done before any kind of “brand” is adopted. She also noted that the very first and most important step is to align the entire downtown business community. MacKenzie also noted that is the point of much of what we have to do right now: outreach to colleagues and work to make sure people are educated about the vision, encourage people to offer input and help identify steps to get there from where we are now.
- Suggested strategy-task-responsible party-time frame & tools is attached.

Meeting adjourned 8:20

## Business Action Group

STRATEGY TOOLS	TASK	RESPONSIBLE PARTY	TIME FRAME	EXECUTION
Raise awareness about what the Branding, Development, & Marketing Action Plan is and will do for downtown businesses and downtown property owners	1) Convey the branding “story” to fellow property owners & business operators and general downtown business decision makers.	TBD	August 12, 2008 Thru September 12, 2008	1) “Benefit Vision” one-sheet 2) Email, Phone, Face to Face Meetings 3) Downtown Answers website – Full Branding Plan for review
Align downtown business owners/operators and property owners as a unified entity	1) Formally ask the Downtown Merchant’s Association to align with the Consortium’s Business Action Group in support of the Branding, Development, & Marketing Action Plan 2) Finalize enrollment to Consortium’s Business Action group of non-DBA folks 3) Seek written endorsement of Chamber for efforts	Chris Mackenzie, Business Action Group – Chair  Others?	September 4 present to DBA at their meeting  September 16 have final list of all aligned parties, with their formal support: Via – signature on a list Via – Consortium Membership Via – Letter of alliance	1) Consortium Survey 2) Written letters 3) Signature Page
Determine NEXT STEPS of the Downtown Business Community & Downtown Property Owners	1) Determine who will be a part of the Brand Leadership Team 2) Decide how the entire downtown business community can formally align, and what kind of help they need to do that.		1) by Sept. 22 2) by Sept. 22	

## WHAT THIS ACCOMPLISHES FOR DOWNTOWN BUSINESS OWNERS/OPERATORS & PROPERTY OWNERS?

- **Awareness & Education**
- **Organization**
- **Results**

### **Education about:**

- Market trend opportunities on the horizon
- Ways of working together to achieve common goals and maximize opportunities for everyone
- Initiatives regarding
  - Planning
  - Programs
- Public and private sector roles will identify steps toward unity

### **Organizational frame:**

- To align as a unified district
- To understand how to take advantage of opportunities – in the immediate, short and long term
- To apply political voice and lobby for financial support to facilitate implementation of an adopted action plan

### **An opportunity to execute and deliver:**

- Continued momentum of downtown vitality, *in each area of downtown*, by pooling resources that will deliver supplemental services above what the City can provide, typically:
  - Events & Marketing
  - Clean Up, Maintenance & Beautification
  - Safety
- Support for and execution of an Action Plan that will strategically grow and strengthen *each area of downtown*
- Less divided energy required to stay alive
- United energy toward today's sales that at the same time creates business stability.