



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

Meeting Summary  
Carson City Library  
August 25, 2008  
6:00 p.m.

Attendance

Chris MacKenzie, Amy McCready, Karen Abowd, Joe McCarthy, Phyllis Patton, Chris Bayer, Mark Schloss, Stephen Thomas, Raime Thomas, Bob Fredlund, Julie Grady, Jenny Lopiccolo, Mark Lopiccolo, Andrea Moore & Tammy Westergard

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

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

- Chris MacKenzie asked if people had any questions regarding the branding study and report as discussed at the last meeting. Very significant and robust discussion followed relative to how it could be accomplished and who, of downtown businesses and property owners, still needed to be educated. Chris brought the initial question back to focus and called for the group to take action on adopting the plan – noting that as a Consortium Business Action Group – we must first take action relative to approval.
- Motion to recommend approval to the Board of Supervisors the Roger Brooks branding plan by Mark Schloss. Second by Ramie Thomas
- Motion passed.
- Chris M. also talked about the focus of the brand in terms of the “chicken and egg” what comes first? Follow up conversation included commentary from all present that more of the downtown business community must be educated and should be the focus of the Consortium’s efforts.
- Amy McCready talked about the value of having the Consortium present to the Downtown Business Association and her expectation that once understood the DBA would favor the plan.
- The Carson City Chamber of Commerce meeting between Chris MacKenzie, Jed Block and Ronnie Hannaman was referenced and Chris noted that he was going to follow up with Ms. Hannaman and ask that the Chamber recognize the efforts of the Consortium’s business action group. Chris will report in his final report the outcomes of the request.

Meeting adjourned 8:44