

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

Meeting Summary
402 N. Division
June 30, 2008
6:00 p.m.

Attendance

Chris MacKenzie, Victor Honein, Chris Bayer, John Reiser, Tammy Westergard, Miya MacKenzie, Sandy Foley, Gene Donner, Michael Robbins, Jolene Miley and Linda Martin

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:

- Tammy gave an update about the Business Action Group and Events and Promotions Action Group's "Get Down_2008 events plan progress. Westergard reported that the evening music on Fridays @ Third St. has been very successful, record numbers of patrons have been throughout the Curry St. Promenade corridor; so the ripple effect on all business has been significant, not just those on 3rd Street proper. Additionally Westergard reported that the Grand Opening of the Curry St. Promenade on Saturday mornings, which was June 28 met and exceeded expectations. An estimate of more than 1,500 people attended the four hour period of events at the Farmer's Market on 3rd St., The Pop Up Park on Telegraph, the Green Thumb Alley near Musser and the Park & Pedal on Ann St. Details of each week's changing activities are available at www.downtowncarsoncity.com. Events will continue each Saturday morning from 9 – 1 through October 18.
- Spirited discussion from Jolene Miley, and others, about working with the Consortium's Events & Promotions group to help communicate to other downtown events organizers issues related to staging and operating downtown events. Conversation included the need for every downtown event, or most of them, to have a business tie in and / or awareness. Some people felt other events that bring many visitors to the downtown would do well to get input from retailers located in the event area(s) so that win-win organization, lay out and promotional efforts could make everyone more successful and tie in with business objectives.

- Westergard presented the group with the 2002 Business Visitation Program – a Downtown Carson City property inventory. Chris M. noted how many businesses had moved out of the downtown since 2002.
- The group collectively decided to begin to develop a strategy that accomplishes 3 things:
 - Asks each business and / or property owner on the Curry St. promenade to think about how or what their business could do to enhance or contribute to the Curry St. experience.
 - Talk to businesses and events organizers and show them how events can be a win win opportunity.
 - Looks at the obvious gaps in certain kinds of retail.
- Miya and Chris B. talked about waiting for the CCCVB and CC report from Destination Development, Inc. scheduled to be offered by Roger Brooks sometime in the next several weeks. The group felt his observations would be helpful in making Consortium recommendations. Chris M. will contact Candy Duncan of the Events & Promotions group to talk with DDI prior to his official report to the community.
- Chris B. noted that the Business Action group from the Consortium could help lead the charge relative to recommendations.
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- Chris B. also noted that the Business Action group may want to develop a uniform message regarding retail that communicates:
 - A timeline is involved that includes DDI report Aug, Consortium report Sept and opening of Carson City Freeway March -09
 - The retail gaps
 - Conversation with people who use Curry St – for events or commerce – and ask them how they feel they may be able to contribute

Chris also noted that a good model is Artown in Reno in that it is an umbrella event under which many groups are collectively highlighted. And although not every group is highlighted equally the overall event brings valuable focus to everyone, therefore everyone does better.

Also Chis M. and Chris B talked about the need to log milestones for this group and use those as triggers for our next steps:

- Milestone #1 = Brooks Report
 - Trigger #1 – Biz Action Group gets tips on how to have conversations with the stakeholders, what specific steps to take
- Milestone #2 Opening of Carson City Freeway to Fairview
 - Trigger 2a = plan if we get back Carson St.
 - Trigger 2b = plan if we don't get back Carson St. right away

Victor talked about the potential regarding the Chinese Worker's Museum project and also thought the group could get a list of "very hot" prospects and maybe attempt some single opportunities as seeds that would grow into additional opportunities – even before the Milestones #1 & #2. Specific examples he thought we may want to attempt to find opportunities for:

1. Scandia Store on Telegraph Square
2. Holiday House on Telegraph Square

Michael offered to make an entrée to a few of his associates as did John.

To Dos for the group & Chair:

- Schedule next meeting – Chris M.
- Talk to Events & Promo. Action leader to be included in pre presentation conversation with DDI.
- Find out who owns Citi Bank Building – Jolene
- Talk to potential recruits to fill empty spaces Michael, Victor & Karen –
- Find out when Roger Brooks presentation is – Tammy
- Present to Downtown Merchants Association and let them know about the Consortium and invite them to JOIN – Chris Thurs, July 3.
- John Reiser to start plotting properties along Curry Street
- Tammy and Convention and Visitor's Bureau branding consultancy recommendations from Destination Development, Inc.

Next meeting not set, but will be at the library. Goals will be to set timeline with milestones, find focus and keep it.

Meeting adjourned 8:20