



Carson City Downtown Consortium
Board Meeting Summary, Steve Neighbors President
Carson City Office of Business Development
April 14, 2009
Noon
Carson City Office of Business Development

Attendance

Chris MacKenzie, Karen Abowd, Jed Block, Steve Neighbors, Tammy Westergard and

Absent

Jim Phalan & Sara Jones

Meeting was called to order at 12:00 p.m.

Tammy welcomed all in attendance.

Karen briefed the group on the flower basket program noting this is a part of the Carson City Cultural Commission's initiatives and goals for 2009 as well as that of the Carson City Downtown Consortium. She noted the Consortium understands the significance of the baskets in terms of what they add to downtown and that there are only so many resources to expect from the City/Redevelopment. She noted that it is clear that in these economic times, especially, and that the City like all other governments can only do so much. She said fortunately the City is continuing the Curry Street Promenade activities and the Outdoor Summer Concerts, "we can't have everything," she said, she continued that is the reason that for nearly a year she has been working toward this summer's flower basket program to: a) get it as a self-funded program from the business community and citizens, b) to elevate the baskets themselves so they are more unified and lush and c) get permission from NDOT to hang the baskets on their mainstreet poles.

Karen was thrilled to let the group know that she (today) was awarded an NDOT permit to hang the baskets on 19 of their poles along main street! The group cheered and noted that raising the money to pay for them will be easy compared to what it takes to satisfy those kinds of permitting requirements. She agreed but noted NDOT was terrific, especially Kent Cooper and that the engineering exercise and requirements of the brackets makes sense because it does get windy and we don't want them falling down!

She explained the program:

51 new fancy ones to main street, 19 on NDOT poles and 4 of those will extend at the intersection of William and Main – making the corridor entry nicer. We will still use the 40 older, but still nice, green baskets on Curry and throughout - all baskets planted and maintained from June – Oct. They are going to be planted by Carson City's master gardeners and the plant mix includes: super petunias in terra cotta, vanilla, purple and pink. For height will be tall red geraniums and the greens will include sweet potato, vinca and verbena. The combination was determined by local gardening experts. We will need

to raise approximately \$25,000 to cover all of the costs of basket/bracket system, sponsorship signs, plant material and maintenance. Karen said she has been working closely with the Parks and Rec Department and Office of Business Development who have been and will continue providing invaluable support. Parks and Rec will assemble and install all basket/brackets and hire a part-time seasonal employee to water and maintain them from June – Oct. in all of the purchase locations (both private businesses and on streets), this position will be paid for from the \$25,000 goal.

To help make the money the CCDC with total support from the Carson Nugget is sponsoring a Customer Service Seminar May 20, 10:00 – Noon, Carson Nugget. \$35 / per person or \$25 per person if they are a member of CCDC, CCCC, NNDA, NBC, CC Library card holder or DBA. GOAL 250 - 320 attendance (raises approx \$5,000 - \$7,000). Chris MacKenzie and Jed Block noted they would reach out to NBC (Chris) and CCCC and DBA (Jed) to make sure they want to be a “powered by” partner. Steve extended the idea of the seminar that was to originally conclude at noon and offered attendees to stay for lunch and the “powered by” partners would have 7 mins. during lunch to share with the group what they do for the community. All felt this was a great idea, that it was important to reach out to groups and put them together at one event so, in context, it is easy to see how everyone wants the same things for Carson City –whether it’s downtown or through out town. The group decided to go with this suggestion.

OBJECTIVES of SEMINAR:

- 1) Deliver another quality Consortium- led contribution to the business community thru a 2 hr. continuing education seminar focused on best practices relative to customer service.
- 2) Put a face to the Carson City Downtown Consortium's board of directors via this event, as well as reach out to other community organizations that have also an interest and passion for downtown specifically NNDA, CCCC, NBC and the DBA to give them an opportunity to have ‘face time’ at an event
- 3) Demonstrate the Carson City Downtown Consortium's viability and pro-active commitment to downtown questions/answers --- needs/solutions and community building
- 4) Thru the \$25 “powered by” members or \$35 other per person seminar registration fee, earn about \$5,000 - \$7,000 to the Carson City Downtown Consortium Beautification Action Group to help pay for a portion of the flower baskets slated to be installed the first week of June as "show me" proof of what it means to be beautiful (last year's show-me proof was the purple banners and clean up efforts)
- 5) Showcase the Carson City Library's diverse program offerings with this business to business and business to consumer initiative
- 6) Demonstrate the value of public and private partnerships and working together since the entities who are tentatively aligned to make this happen are: The Carson City Nugget, The Carson City Downtown Consortium, The Carson City Office of Business Development, Northern Nevada Development Authority, Carson City Chamber of Commerce, Nevada Business Connections and the Downtown Business Association to align with this seminar and beautification effort.

AGENDA:

:30 - registration/check in

:15 - welcome introductions (emcee tbd)

:60 - keynote - Richard Hanks *Delivering and Measuring Customer Service ... This isn't rocket surgery!*

:60 lunch and “powered by” speakers

:15 close (Carson City Library and Carson City Downtown Consortium)

Marketing / Outreach Strategy:

- 1) Email invitation via Evite and Flyer invitation via personal drop off
 - Carson City Downtown Consortium
 - NNDA
 - Carson City Downtown Business Association
 - Carson City Chamber of Commerce
 - City of Carson City
 - Carson City Convention & Visitors Bureau
 - Carson City Library
 - Western Nevada College
 - Carson Tahoe Regional Healthcare
 - Various State of Nevada Agencies
 - Various business and community organizations ie: Rotary, Soroptimists, Kiwanis, etc...
- 2) Flyer distribution - in person at various meetings and drop offs at various distribution points (ie: individual businesses, membership associations etc..)
- 3) Online registration and payment capabilities
- 4) Telephone registration
- 5) Day-of registration and payment capabilities (seating limited to 200 each session - advance registration encouraged w/ \$5 discount)
- 6) Community Calendar placement (Nevada Appeal & Carson Times)
- 7) Press Release (pitch Nevada Appeal, Record Courier, Carson Times, Reno Gazette Journal, Reno News and Review, Northern Nevada Business Weekly, Ch. 21, 2, 4 & 8 and Reno Radio Reps and KUNR)

Also in order to fund the remaining baskets we are aggressively trying to sell directly approximately 84 baskets to Businesses, Community Institutions and individual partners. \$250 for one basket in front of your business \$450 for two baskets: one in front of your business and one downtown. See attached flyers. Timeline Phase #1 Orders Due: **May 20 (guarantees your basket up 1st week of June)** Phase #2 start June 1 (so we can see where we're at – install July) Everyone on the Consortium board is going to try to sell about 8 double baskets for \$450 each or 15 individual for \$250.

Tammy reported she had commitments for about 7 already. The outreach effort will be online and through a media release. Also through the “powered by” partners regarding the customer service seminar as the information is on that collateral material.

Deadlines:

- Chris and Jed to make offer to NBC, CCCC and DBA and get reply NO LATER THAN THIS FRIDAY.

- Customer Service Seminar and Flower Basket Program formally launch on Monday April 20.

Karen also briefed the group on the ongoing details of the Greenhouse project. Noting all are welcome to attend a site selection discussion meeting this Fri. at noon at the Brewery.

Steve update the group regarding the status of the Nugget, noting in about 2 – 3 weeks he will know exactly what the Nugget will have to “bring to the table” for Carson City.

The group all agreed to help promote the above. Tammy agreed to keep fleshing out and managing the details and let everyone know.

Get the right thing done right.

Meeting adjourned: 1:45 p.m.

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