



Carson City Downtown Consortium  
**Board Meeting Summary, Steve Neighbors President**  
Carson City Office of Business Development  
December 10, 2008  
10:00 a.m.

Attendance

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

*Meeting was called to order by Tammy Westergard at 10:05 a.m.*

Tammy welcomed all in attendance. Chris explained the structure of the CCDC each person to introduce themselves and affiliation, as there were new people in attendance. Jim Phalan, owner Firkin' n Fox – downtown Carson City – had been invited to attend and noted his willingness to be a part of the Consortium's governing board.

Mr. Neighbors introduced himself to the group and gave an overview of his role with the Carson City Nugget, noted that it is currently for sale and that its vision is as an anchor tenant in downtown Carson City to drive future development. He also noted that it is his hope that the Carson City Downtown Consortium will become the unified voice for the downtown in terms of how downtown Carson City may evolve.

Mr. Neighbors further suggested the group leverage the Consortium as speaking on behalf of the whole area and that the Consortium work to measure the needs of all stakeholders: property owners, business owners, business operators, employees, City and community at large. Mr. Neighbors expressed his role will help empower the group. He asks that the Consortium be selfless in its view and that at times focus on efforts that may not directly serve immediate self interests.

Chris MacKenzie noted that we (the Consortium) has gone from "Action Groups" gathered together in a moment-in-time effort to this board as a part of the Consortium, which is officially formed as a 501c(3). He wondered now what?

Mr. Neighbors replied:

- Typically businesses communities become political and self interested. We need to guard against that. We have done so by:
  - Getting the ice rink together and operational.

But, "When I walk up and down in downtown Carson City I see business in trouble. I am not sure why citizens want to

come to downtown. So the big picture for the Consortium is to help make downtown a destination.

Karen noted we the need to bring the kind of retail we need in downtown to get people here.

Jim noted that the first step in that direction is to ensure businesses are consistent in being open, and expressing the need for property owners to look at contracts more strategically.

Steve ask if anyone in the group had ever been a part of a homeowners association? He also ask the group how it can create a vision? He offered the notion that in order for downtown to become a destination we have to have within downtown a method and a system that attracts new businesses and allows today's businesses to live. He went on to explain the notion of a business incubator/entrepreneurial center as a solution so new desired businesses are able to survive and establish success.

Jed noted that in looking for models of success to talk with merchants and landlords. Jim argued, however, that you can't make people (property owners) be more strategic.

Steve noted that then perhaps the Consortium is the think tank, the idea tank. We come up with concepts and pitch them to, say, the Downtown Business Association (DBA) and let them know what we believe we need to make happen. And if we can find the funding for our pitched ideas, and implement the ideas we will be able to lead by example.

Chris noted that one of the ideas was to have a business group as an advisory board to the City and make recommendations regarding things like: business licenses, permits, events etc.

Steve noted that we will be able to speak on behalf of whomever if we have first done the homework and collectively processed such through our think tank.

Jed agreed that the Consortium could be the link between the DBA and the City. Steve then noted that the Consortium then may become influential.

Jim wondered if somehow the consortium couldn't get the landlords into some kind of association, so they can meet and understand what their role is in helping advance the vision.

Steve explained that if we are successful with an incubator/entrepreneurial center then that indeed would be a function, that as a group we would have strong ability to keep in mind the big picture, concepts and watch out for everyone without policing. He also noted that the Consortium must continue to be the voice of reason and creative thought.

Jim added that he knows there are people who do want to go downtown.

Chris ask if the next steps be to formulate by-laws? He wondered if that would legitimize the Consortium? In the process should we determine criteria for who is on the board? If we are to be a think tank of members about specific things, should we have 5 – 6 at large members? He also wondered what the fiscal impact is for the City, if any? And further ask if the Consortium should work to forward the recommendations of the Business Action Group's presented and accepted on Oct. 2, 2008 to the B.O.S.

Steve noted that perhaps there is value in simplicity. That maybe we don't need to go through a sanctioning process, that we self appoint governing board members. That we continue to work together, this group, to get the right thing done right and we continue to forward a series of positive actions.

Mr. Neighbors proposed to the membership that the mission of the Carson City Downtown Consortium be:

*Get the right thing done right.*

He ask for everyone to think about and answer, in anticipation of our next meeting, the following question:

***What is your passion?***

Meeting adjourned: 12:15 p.m.

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