

**Downtown Consortium
Events Committee Minutes
August 21, 2008**

Kristi Servati, Cynthia Ross and Candace Duncan met at 11:30 on 8/21/08

The first item of discussion was feedback from Roger Brooks' presentation on August 7. Kristi and Cynthia both attended the presentation and felt the ideas were very good and doable for Carson City. However, they reported that they have heard some negative comments from others. Some of the areas of concern are a perceived lack of parking downtown, that business hours need to be more consistent, and the consistency of the quality of the restaurants food offerings. We also felt that some of our residents are missing the vision of what our downtown could be and focusing more on the negative aspects. We feel that we have a good base that can be expanded. The flowers at Firkin and Fox are a good example of what we can be in the future and we would like to see that expanded down both sides of the street all the way to the Nugget in the future. We also talked about other business that would be good for downtown, such as a chocolate shop, ice cream parlor, a gourmet deli and art galleries. We feel there should be strict guidelines for the hours shop owners should keep so that they are open on a consistent basis and to be open later in the evenings and on Sundays, We also feel there is a need for a printed schedule of downtown events that could be handed out by the businesses. Not everyone can go online, especially when they are visiting,

We discussed long term goals.

1. Get the Ormsby House open so that we can start to package the downtown events to visitors
2. Can an incentive be offered to new businesses that fit the new brand to help offset their rent for the first six months?

Short Term Goals

1. Continue the streetscape with flowers and trees
2. Ask the Chamber to sponsor a business make over contest or project. Form a committee of individuals with design expertise to help businesses improve their curb appeal and their overall look, and then award a makeover each month. (this does not have to be expensive, a little paint and rearranging, better signage, flowers, can make a huge difference in helping a small business look more charming)
3. Try to bring more events downtown in the evenings, mid week and for all 4 seasons
4. Bring the Downtown Business Association into the Downtown consortium
5. Make the Downtown do more themed events that would coincide with Halloween, Ghost Walk, Rendezvous, Victorian Christmas, etc.