

**CITY OF ELKO**  
**REDEVELOPMENT AGENCY ADVISORY COUNCIL**  
**REGULAR MEETING MINUTES**  
**5:30 P.M., P.S.T., THURSDAY, FEBRUARY 18, 2010**  
**ELKO CITY HALL, 1751 COLLEGE AVENUE, ELKO, NEVADA**

**CALL TO ORDER**

The meeting was called to order by Chairman Tony Buettner.

**ROLL CALL**

Present: Tony Buettner, Duane Jones, Lina Blohm;  
Sonja Sibert, GBC (Not voting)

Absent/Excused: Lori Lynch, Morris Gallagher, ECEDA Representative,  
Elko County Representative; Cathy Horn, ECVA;  
Steve Bowers, Elko County School District

City Staff Present: Ed Wynes, City Planner  
Scott Wilkinson, Development Manager  
Delmo Andreozzi, Assistant City Manager

Others Present: John Patrick Rice, RDA member

**APPROVAL OF MINUTES:** October 15, 2009-Special Meeting

**\*\*Due to Mrs. Blohm abstaining there was not a quorum to take action on the minutes of October 15, 2009.**

January 21, 2010- Regular Meeting

**\*\*Mrs. Blohm moved to approve the January 21, 2010, regular meeting minutes as submitted. Mr. Jones seconded the motion and the motion passed unanimously.**

**I. PUBLIC COMMENT PERIOD**

This agenda item is to provide time for the general public to address the City of Elko Redevelopment Agency Advisory Council regarding items of concern not specifically listed on the agenda. Action cannot be taken at this time, but a matter can be set on the agenda for a future meeting, as appropriate.

Chairman Buettner said I'd like to bring up a couple of items that I'd like to perhaps set for a future agenda; mission statement establishment and how we go about filling the empty seats on the board.

**II. UNFINISHED BUSINESS**

## A. MISCELLANEOUS ITEMS, PETITIONS AND COMMUNICATIONS

1. Review, consideration and possible action to establish an economic niche and identity for downtown to include a mission statement identified as item 10A of the Task and Time Matrix created for the purpose of advancing the adopted Redevelopment Plan and providing recommendations to the Redevelopment Agency. **ACTION ITEM.**

Ms. Blohm said I've done a little homework reviewing Carson City; Ketchum and Boise, ID and what I'm finding is mission statements need to be concise and very brief: The city of Ketchum, Small Town, Big Life. This is a bullet and it's a mission statement. It can be a little more definitive as too our approach. I'm thinking the City of Elko mission statement is a little lengthy. I'd like to see a happy medium and think of spark words that are going to identify Elko that will linger, and perhaps even be available to include with Elko's logo. A mission is to ignite a passion. How do you create that? I'm not sure we can do that in one meeting and maybe as our design and process evolves, and through community workshops, we can discover where we need to be. After reviewing all this material I fell we need to do a little more homework and determine what our path really is.

Chairman Buettner said to clarify my train of thought, are we looking for a mission statement for the City of Elko or for the RDA?

Ms. Blohm mentioned for the RDA.

Mr. Rice said the timing of this is very good because the City Council is going to be having a workshop to discuss our whole strategic plan and part of that workshop will include a close look at this mission statement which I believe is ten or twelve years old. You're right, mission statements should be brief and to the point and I believe they also should be actionable. The danger with mission statements is they are often so broad that they address everything in general and nothing in particular and you can't do anything with it. We have an opportunity to work on a clear mission of the RDA in concert with the same conversations going on at the City level. We have to make sure what we do is supporting the overall vision of the organizations below us.

Ms. Blohm said downtown Carson City, a vibrant destination; just a quick bullet because it will live on beyond the RDA as far as marketing brochures.

Mr. Rice said that might be more of a vision statement as opposed to a mission statement. A vision is what you hope for a place to be and a mission is how you're going to do it.

Chairman Buettner said there are exercises we can do to establish a mission statement. We just start throwing words out there that describe what we should be doing and then we assemble them in a way that makes sense. For the mission statement it's more of using action words.

Ms. Blohm said I agree but in developing that we will also begin to see what we're all about and how we can use it in marketing.

Mr. Jones said I have the Redevelopment Plan and on page three it has general goals and objectives of the program. I think a lot of this is in writing.

Chairman Buettner said I think a mission statement is very important and it warrants an actual workshop for that development and I would like to suggest we place that on our agenda as a specific item for a workshop just to work on that mission statement doing it sooner rather than later.

Mr. Rice asked Mr. Andreozzi if he knew when the City was scheduling their workshop. Like Mr. Jones said, we have the objectives there.

Mr. Jones said they're set and maybe we can back away and make them a little more warm and fuzzy.

Mr. Andreozzi said just remember by establishing this by authority of NRS 279 and all that process that you went through, there were several findings that had to be done and goals and objectives which are in the whole body of the document itself. It's not per say a vision and/or mission statement but there are defined goals and objectives and that's what guided the establishment of this document.

Chairman Buettner said I think that just as we have one for the City that mission statement should be at the forefront of everything we put together to keep us focused. I'd like to take that a step further, a tagline. Do you want to add the development of a tagline to the development of a mission statement? Not at the same time but at some future agenda.

Ms. Blohm said I think it all goes hand in hand.

Mr. Andreozzi said just for my clarification, typically when you create a mission statement there is a vision statement with that so I'm assuming you're encompassing both. Generally a vision is how you see yourself and a mission is how you get there.

Chairman Buettner said we'll place on a future agenda a workshop to develop a mission/vision statement and we should keep in mind the tagline development would be on a future meeting.

**\*\*Mr. Jones moved to table item II. A. 1. to a future meeting. Ms. Blohm seconded the motion and the motion passed unanimously.**

### **III. NEW BUSINESS**

#### **A. MISCELLANEOUS ITEMS, PETITIONS AND COMMUNICATIONS**

1. Review, consideration and discussion of previous meeting presentations of existing City of Elko architectural elements and compiling a list of design guidelines to be considered for inclusion in any further development of the RDA corridor design and development guidelines and criteria. **ACTION ITEM.**

Chairman Buettner said I've put together a draft recommendation. I looked at notes from our previous meeting and we can add, combine, or whatever we want. I want to make sure I understand what we were all coming up with.

The draft recommendation was read aloud.

Ms. Blohm said I think it's well done and it does encapsulate what we focused on in the last several meetings and this is only a semantics thing; economic niche. The word economic, I'm not sure we're at the stage in our redevelopment where we are referring to the economics and the marketing of the area. I'm not sure economic niche is the word we want to use. Do we want cultural niche? I need some help with that but I don't think economic is the word.

Chairman Buettner said that verbiage came off of the Time Task Matrix that was developed off of the RDA Plan. If it's not time for us to be doing that it's just what that task was calling for.

Ms. Blohm said I think it is very well presented but I think that gives an image that we're developing a marketing theme and how this all ties into the business aspect.

Mr. Rice said what comes to mind for me is simply development niche. There are a lot of things that are going to contribute to the economic development and those are how we view this, what I'm starting to think of as this sculpture of what downtown is or could be. One of the challenges we're having is there is a lot of development going on. All of these little pieces of development are being inserted into the Redevelopment District now and they're wonderful done projects; well done, well planned and they're going to be successful but they aren't part of any large sculpture. It's a 3-D thing that's being developed. If there is a place where we might see eight or ten story buildings then why not? If you look at downtown we have a skyline. This is a great document but it appears to be focused on what already exists and preserving what already exists but I think we also need to keep the door open for things we haven't envisioned yet.

Chairman Buettner said I think you and I were thinking about different things as far as economic niche is concerned. When I was looking at economic niche, one of the things we talked about was the diversity of the architectural influences, and the little corridors like the Basque corridor and the main downtown corridor all have different architectural things about them and what I was thinking was not about the economic niche of Elko in general: mining, ranching, Basque, festival; but what the economic niche was going to be for each one of these corridors: restaurants, business, service industries, or recreation areas.

Ms. Blohm said I understand but what we're addressing on this page is design elements and that brings us into the continuity picture of how are we establishing a theme? I really felt that's what we were going after with the videos and photo session. I don't think we're hitting on the economics of downtown and how we're going to entice private investment. I think these seven items are discussion more of the visual streetscape and design elements.

Mr. Andreozzi said I think we're comingling a couple of these agenda items. Economic niche was item II. A. 1., which we took action to table.

Ms. Blohm said that's why I feel that's not appropriate on this.

Chairman Buettner said we can change that. I really do think there are certain areas of town that have a certain economic niche. We have the downtown cross street with the businesses and the boutique shops. We have restaurants that run along the Basque corridor. We have different economic sort of niches throughout the RDA area so if we were to simply change number one to read that the diversity of architectural influences within the downtown corridor be embraced and

exploited by establishing individual sub-corridor themes that create independent identities reflecting the diversity of cultural, historical and economic influences found within that sub-corridor, would that help?

Ms. Blohm said frankly I don't know why you need to put economic in there anywhere. I think your one through seven are very explicit.

Chairman Buettner said you want to keep the economic niche thing out of this completely?

Ms. Blohm and Mr. Jones both agreed.

Chairman Buettner said my notes from the last meeting had pocket parks, older style awnings, cornerstone buildings, hardscape, wide sidewalks, hidden treasures and entry recommendations. That's the one thing that's not on here is the entryways. Do you want to include anything like that in this recommendation?

Mr. Jones said at this point, there are several entrances so they'd need different architecture.

Chairman Buettner asked do you think these seven items are enough direction for any design team that are going to be developing gateways into the community that this will guide them in the development or do we need more than that?

Ms. Blohm said I feel this is a very basic tool that gives them some broad and general guidelines that will be very helpful at this point in time until we have some more information.

Mr. Jones said I think as people enter our downtown they need to know they're entering a special place. There needs to be traffic calming and pedestrian friendly measures used.

Chairman Buettner said do you think these kinds of guidelines would be helpful in guiding a professional's thought process?

Mr. Wilkinson said I think this is a great start for them to look at and try to understand what it is the City of Elko would like and this can be expanded or changed as they go through some workshops with public involvement. What you're recommending here for consideration of the RDA to pass on to the consultant is a great start.

Mr. Rice said I don't see language that encourages new development. There may be some opportunities for new buildings that make better use of square footage by building up and that sort of thing and all that development can fall within particular kinds of guidelines but I want to make sure that's encouraged. Knowing City Council, I would not put number seven in there because all that's going to happen is we're going to get good roads downtown. Obviously RDA funds can be used for that but I wouldn't put it in there.

Chairman Buettner said the main reason that was put in there was Ms. Blohm said there were several areas of Elko that were sterile and stark and they lacked care and maintenance and so I was trying to find some way to include that that has to be part of a plan. There was talk about people coming down I-80 and going by Elko and seeing stockpiles of trash along the freeway and

impacting the image that Elko gives out to people passing by. Instead of them stopping they just go right past us.

Mr. Wilkinson said I think it's important you try to address it in some manner because when you work through your design guidelines you're probably going to end up with something other than gray concrete and black asphalt, which is the City's basic responsibility. I think if the RDA is looking to address the additional maintenance cost with the City I would expect you may have people that live in Elko that will say we can't afford what we have now and you want this downtown. How is the City going to pay to keep it up? I think it's important but I'm not sure how you should word it. Back to Mr. Rice's suggestion, maybe you have another item here asking them to look at appropriate land use and density in these areas.

Chairman Buettner said let's do these now. Let's start with Mr. Rice's comment. How would you put that?

Mr. Rice said promotion of appropriate land use and density.

Mr. Wilkinson said I would just suggest that the item state that you want the consultant to review the current land use and density and make recommendations for any changes from what we have in place now and then give some examples like apartment complexes or whatever you're thinking of.

Chairman Buettner said promotion of new construction.

Ms. Blohm said are we still talking about item seven?

Chairman Buettner said no, we're going to take them one at a time. Mr. Rice made a comment that this list lacked a recommendation that consideration be given to new construction.

Mr. Rice said I think what Mr. Wilkinson said was keep it simpler. Have the consultant look at appropriate land use and densities and make recommendations in that regard.

Mr. Andreozzi said we're still in the process of negotiating a scope of work with the folks who we hope can do the Master Plan update and that specific language is something we've asked them to do. I think from the RDA perspective we've gotten them to agree to spend some money towards a consultant to come up with some design guidelines, further refine the Redevelopment Plan, narrowing in on some of those things and I think that language is really good reinforcement for what we're doing and what we want to do with the Master Plan because for a municipality, whether it's a City or Redevelopment Authority, you need to make sure property is being used at it's highest and best use. We need to make sure we're getting as much resource from that property as possible so that we have the money to maintain it going forward. Obviously, a City requires appropriate levels of density to pay for that ongoing maintenance.

Chairman Buettner said does this sound right that in the promotion of new construction that the consultant considers land use and densities when making recommendations in that regard?

Mr. Andreozzi said taking that one step further, we've talked about the various uses we currently have in the downtown area; zoning. Is there an opportunity for mixed-uses to try to address some

of the zoning issues we currently have in the downtown area? That addresses what Mr. Rice was talking about.

Chairman Buettner said in the promotion of new construction that the consultant considers land use, densities and mixed-use opportunities when making recommendations in that regard. Is everybody ok with that?

Ms. Blohm said is new construction the word?

Mr. Andreozzi said development or redevelopment.

Chairman Buettner said in the promotion of new development that the consultant considers land use, densities and mixed-use opportunities when making recommendation in that regard. The next one was somehow addressing this maintenance issue. I was thinking about taking into consideration the visual impact.

Mr. Andreozzi said is that something we would ask a consultant to try to come up with? What would they do for us in the design guideline or the Plan?

Chairman Buettner said they could come up with creative ways to screen existing stuff out there that we don't want to have visible by I-80 through landscape and hardscape.

Ms. Blohm said that's outside the RDA.

Chairman Buettner said weren't the rules that we could spend money on things outside the corridor if they affect the corridor?

Mr. Andreozzi said there is some flexibility. You can go outside the boundaries of the RDA but you really have to be careful with that. It has to further promote the goals and objectives of the RDA.

Mr. Rice said I think what we're talking about can be addressed in ordinances.

Ms. Blohm said it's an important component and I'm wondering if we just delete city and make it more third person that within consideration of all this there also be consideration for the maintenance.

Mr. Wilkinson said I think one problem with the way this is written is it's open-ended. Nobody knows what that cost may or may not be. I think your RDA at this point in time with the limited amount of funds available would be somewhat hesitant to make that type of commitment. Maybe just word it as Ms. Blohm was alluding to, that the design professional make recommendations as to the care and maintenance of design elements such as pocket parks and things like that. I don't think the RDA can commit City funds to this. You're basically asking the City to develop and enforce a program that will cost money and then you're saying commit the RDA funds to help with that and it's a bit open-ended right now.

Chairman Buettner said I know one of the questions I asked before even getting on the board was if RDA funds could be used for maintenance and we were told they could be.

Mr. Rice said what we want to make sure is that our design professional integrates infrastructure into the maintenance.

Chairman Buettner said infrastructure that supports the maintenance and care.

Mr. Andreozzi said when I come down the Mountain City Highway corridor and take Silver Street there is a tremendous amount of chain-link that runs through our community. It's very industrial looking, very cold and uninviting. I know at the airport we have security reasons but you look there, the jail, Franklin Lumber, NV Energy, Al Park and more places. I understand it's cheap and durable but with these design elements that we're trying to establish we're trying to create a look. It's good to identify what we want to see and what we don't want to see. We've had some conversations about whether a metal building is appropriate. That is debatable but at least if we let the consultants know those kinds of things bother us, is there anything we can do to address those? We talk about streetscape, landscape and the integration of those into the various buildings too. Someday Silver Street will connect to Manzanita and will be another East/West connector. Currently, you're going through a lot of industrial-type property.

Chairman Buettner said that might be two different additional recommendations. This is rough so help me with this. One being the design team makes recommendations for infrastructure that supports the maintenance and care of RDA elements and number two is consideration of visual impacts of materials used for fencing and barriers within the RDA corridor. Do you like them the way they are and get rid of number seven all together?

Mr. Jones said in the presentation that I did last time, a lot of the colors we looked at were those earth tones, which is a broad spectrum but it keeps the purples and pinks out. Is that something that's too specific in here?

Mr. Wynes said we have currently, as part of the work program, a review of the major corridors through the City and how to improve the looks of those so that throughout the community we want to be able to see a reduction of things like chain-link fences around properties in industrial and non-industrial areas, so maybe what you're saying would just be a re-emphasis of what we're already working with and to make sure they think about it with a little more detail in the RDA area.

Chairman Buettner said from a practical standpoint, I envision that when a design professional comes on board they are going to come into town with no guides. They are going to drive and walk our streets. They are going to have brought with them their own historical perspective, influences, prejudices, or whatever and they are going to say we need help. I think what we're trying to do with this document is seed their thought process so that they see what we want them to look at and not bringing ideas they might have done in Jamestown, OR, or something.

Mr. Wynes said that's a good approach. I'm not saying there's anything wrong with it I'm just saying we hit that one early on and if you want to re-emphasize it I don't think anybody would have a problem with it.

Chairman Buettner asked the other RDAAC members if they agreed with his thought process and they agreed.

Mr. Rice said I just wanted to propose a couple of edits to make them a little more concise. For number one it could say something like the diversity of architectural and cultural influences within the current downtown corridor be encouraged, period. Just make it as simple as that.

Chairman Buettner said the reason why I use the word embraced is because Mr. Andreozzi liked it.

Mr. Rice said it gets to where we want to go but we also don't want to corner anybody either. We want to give them some latitude to bring their professional skills to us.

Ms. Blohm said that's true however, my feeling is I like the idea of sub-corridor themes and not one big cookie cutter look for downtown Elko. I like getting the message to them that we are open to independent pockets of themes, uses and styles throughout the downtown and creating independent identities. To me that's important.

Chairman Buettner said you weren't at that meeting but one of the things we identified when we did our slideshow was some very specific clashes in certain areas of the downtown corridor where we've got metal siding next to a very eloquent façade and there was no consideration given for any continuity between that block of buildings. We didn't want to say we can't have that. We just wanted to identify certain looks for certain areas and encourage that. That's why when I wrote this down I felt it was important that the architectural influences within the downtown corridor be embraced and exploited by establishing the individual sub-corridors. That's what I was trying to get across.

Mr. Rice said I see what you mean. The only thing that worries me about that is I'm afraid we're going to lock ourselves in. That we're creating language that doesn't provide enough possibility. Those things can be encouraged. Just suppose somebody came in and said we want to buy all those businesses and do something different than that. I just want to leave more possibility open.

Chairman Buettner said I'm so new in this community. I'm coming from a fresh perspective. If you read the last meeting minutes, we look at people coming into the community and wanting to open up a business downtown and it's considered a privilege. If I'm going to buy a building downtown and I look for a specific piece of property that suits my needs and produces the ambiance or the image that I want my business to have as a professional building. I want to be able to have confidence that the City's not going to move in a strip bar next door to me. That's why I think if we leave it wide open then somebody's going to come in and say I want to buy three or four buildings and build whatever I want.

Mr. Rice said I don't mean wide open that you can build anything you want. I'm not advocating that at all. I want there to be real guidelines but I don't want us to establish guidelines based on what exists today. That's what I'm worrying we may be asking a consultant to do.

Mr. Wilkinson said if you have sub-corridors, do you envision the streetscape changing or do you have a common streetscape throughout all of it and the architectural features alone change in different areas? What do you really envision because if you're going to have it start and stop block to block you're not going to have much continuity? You're going to have a chopped up downtown. That's my thought.

Chairman Buettner said this is where the design professional that the City has selected is going to show his medal, whether he is worth what we're paying him or not. The challenges that we have with being able to establish some confidence in business owners or perspective business owners that the City of Elko is going to do the right thing by them, the ability for them to incorporate existing cultural architectural influences and make them work with new vision construction and the growth of the city. All of those are challenges that we're paying this professional to figure out for us. All we're trying to do is say when you're doing that, take into consideration that these items that are listed here are important to the existing community. Do you see what I mean? These are recommendations. We're not telling them what we want inside our plan. We're just saying keep in mind what existing citizens within Elko identify as being important to them.

Mr. Wilkinson said go back to the one bullet considering land use and density where you're objective or goal was to promote redevelopment in the area and maybe restate that to review what you have downtown and try to incorporate that into design elements that would promote redevelopment. Maybe you can have it stated broad like that, which would give a lot of flexibility as you go through that process and then you'll get some public workshops and public input, but at least you haven't lost all that and how that can be used to promote redevelopment of the downtown area.

Ms. Blohm said are you referring to elements of continuity? As you will find across the country lots of older historic small towns are dealing with this very same issue and the way they establish that theme continuity is through the elements of design is the streetscape, pavers, hardscape, etc.

Chairman Buettner said again coming from the outside looking in, my impression is you all don't want to lose what you find precious in Elko in the redevelopment process and that's all we're trying to do. We want to identify what this town considers to be precious, not allow an outside entity to come in and basically redo Elko without taking into consideration the long history, generational influences and cultural influences that everybody who have been here for a long time appreciate and if that's not what this is doing then I need to know it because I'm off base and I'm not getting the point across. I need to hear from you guys who have been here forever, is this making that message clear to that design professional? If it's not then we need to start from scratch and I need more input from you.

Mr. Rice said I think it's making that clear and I'm not trying to discourage that either but I think it's safe to say we're open to other possibilities too. That's all I want to make sure gets communicated that we're open to other possibilities.

Ms. Blohm said let me ask about the process. Once the consultant is hired and becomes a working member, what access do we have to this person?

Mr. Rice said there will be one or two opportunities where this group will meet for some time with them and then public workshops and I'm sure they're accessible too.

Mr. Wilkinson said they're accessible within reason because they're in the business to make money.

Chairman Buettner said let me try a different version of this land use one: in the promotion of new development ideas, the consultant consider land use, densities, mixed-use opportunities and Elko history when making recommendations in that regard.

Mr. Rice said number four sort-of addresses what you just said. All I was going to say is that effort will be made to honor established, historical features, period.

Chairman Buettner asked if Mr. Rice was going to send him his recommendations.

Mr. Rice said yes I will email them to you. That was my last one.

Chairman Buettner said for a matter of protocol, if Mr. Rice is going to send me his ideas and we're going to modify this recommendation how do I gain everybody's approval before we make the recommendation without having to go through another meeting?

Mr. Andreozzi said you would have to. You could try to make the motion tonight and it's specific and it's on record.

Chairman Buettner said how much time do we have before this guy is on board?

Mr. Andreozzi said I'm hoping on February 26<sup>th</sup> we can have a scope and that all worked out with the consultant on the Master Plan but it's still going to take them a little while to get started.

Chairman Buettner said I know these guys have done a cursory sort-of walk through our community and they're not going to spend a lot of time on it until they know they're going to get paid for it but I'd really like to have these thoughts injected into their psyche so to speak before they are under contract and are actually physically out here walking our streets. I'd like them to have this from the beginning so they don't have these preconceived notions and then glean over these. Just from a human nature standpoint I'd like them to have this in their head from the city saying think about this when you're walking through our community.

Mr. Wilkinson said are you going to recommend that the RDA contract with CRSA for the Redevelopment Plan?

Mr. Andreozzi said all we have at this point is there is an acknowledgement out there that the RDA would like to spend some funds on a consultant to further the plan. We don't even have CRSA completely and totally hired yet. It's undetermined whether or not by defacto that we can expand their services with another contract or not.

Chairman Buettner said it sounds like we have time to formalize this and narrow it down a little bit better.

**\*\*Ms. Blohm moved to table the item to the next meeting. Mr. Jones seconded the motion and the motion passed unanimously.**

2. Review and consideration to pursue identification and development of design considerations relative to cultural events venues throughout the RDA corridor and set tasks, durations and deadlines for the assembly and delivery of recommendations to

the RDA for inclusion in any further development of design guidelines and criteria relative to the RDA corridor. **ACTION ITEM.**

Chairman Buettner said I was asking for us to begin if we were done with item one, the discussion of the cultural events venues.

**\*\*Mr. Jones moved to table the item to a future meeting. Ms. Blohm seconded the motion and the motion passed unanimously.**

**\*\*Chairman Buettner moved to the Adjournment portion of the agenda due to a lack of quorum since Ms. Blohm had to leave.**

3. Report on building permits and/or projects within the Redevelopment Area.  
**REPORT ONLY. NO ACTION REQUIRED.**
4. Other reports, discussion items and topics.

**NOTE:** The Chairman or Vice Chairman reserves the right to change the order of the agenda and if the agenda is not completed, to recess the meeting and continue on another specified date and time.

#### **IV. ADJOURNMENT**

**There being no further business, the meeting was adjourned.**

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**Tony Buettner, Chairman**

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**Lori Lynch, Secretary**