

**CITY OF NORTH LAS VEGAS
REGULAR REDEVELOPMENT AGENCY MEETING MINUTES**

April 7, 2004

Website - <http://www.cityofnorthlasvegas.com>

CHAIRMAN ROBERT L. ELIASON
VICE CHAIRMAN SHARI BUCK

CALL TO ORDER 5:30 P.M., Council Chambers, 2200 Civic Center Drive,
North Las Vegas, Nevada

ROLL CALL

PRESENT

Robert L. Eliason, Chairman
Shari Buck, Vice Chairman
Michael L. Montandon, Board Member
William E. Robinson, Board Member
Stephanie S. Smith, Board Member

STAFF PRESENT

City Manager Gregory Rose
Assistant City Manager Dan Tarwater
City Attorney Sean McGowan
Acting City Clerk Karen L. Storms
Planning and Zoning Director Jory Stewart
Planning Manager Marc Jordan

AGENDA

**1. APPROVAL OF THE REGULAR REDEVELOPMENT AGENCY AGENDA OF
APRIL 7, 2004.**

ACTION: APPROVED

MOTION: Board Member Smith

SECOND: Board Member Montandon

AYES: Chairman Eliason, Vice Chairman Buck, Board Members Montandon,
Robinson and Smith

NAYS: None

ABSTAIN: None

BUSINESS

2. APPROVAL OF THE REGULAR REDEVELOPMENT AGENCY MEETING MINUTES OF FEBRUARY 4, 2004.

ACTION: APPROVED

MOTION: Board Member Smith

SECOND: Board Member Montandon

AYES: Chairman Eliason, Vice Chairman Buck, Board Members Montandon, Robinson and Smith

NAYS: None

ABSTAIN: None

3. APPROVAL OF THE REGULAR REDEVELOPMENT AGENCY MEETING MINUTES OF MARCH 3, 2004.

ACTION: APPROVED

MOTION: Board Member Robinson

SECOND: Board Member Smith

AYES: Chairman Eliason, Vice Chairman Buck, Board Members Montandon, Robinson and Smith

NAYS: None

ABSTAIN: None

4. MONTHLY STATUS REPORT REGARDING DISCUSSION AND POSSIBLE ACTION ON THE ADOPTION OF THE FINAL RECOMMENDATIONS OF THE DOWNTOWN MARKET ANALYSIS.

A presentation was given by Larry Bender of Bender and Associates and Lisa Mayo-DeRiso of Mayo and Associates. Mr. Bender had an extensive background in economic development and redevelopment and Ms. Mayo-DeRiso's speciality and background were in marketing. Mr. Bender and Ms. Mayo-DeRiso conducted revitalization studies throughout the Valley and believed strongly in surveying and polling residents and business people.

A revitalization strategy was created from the results of their surveys which identified the needs, concerns, and issues of the residents and business people within North Las Vegas. Ms. Mayo-DeRiso stated she managed the research function of this market study. Three categories of surveys were conducted; 1) a community survey of 600 North Las Vegas residents, 2) a shopper's survey of downtown patrons and 3) a business survey of downtown business owners.

Ms. Mayo-DeRiso stated downtown redevelopment was an initiative to expand and revitalize the area. It was necessary to know who was currently using the area and to identify the economic drivers such as product offerings in order to increase activity in this area.

Ms. Mayo-DeRiso advised the survey methodology was three-pronged and different methodologies were used to increase the competence factor for the City. Council received a breakdown of information according to ward since Council determined what occurred downtown and throughout the City.

Face-to-face business surveys were conducted and Mr. Bender and Ms. Mayo-DeRiso walked all 493 businesses in the redevelopment area. This survey disclosed diverse ethnic backgrounds and the importance of being bilingual. A face-to-face survey was conducted with shoppers and those using downtown area products. Shoppers could respond either in Spanish or English via computer. The survey was well received and citizens provided valuable feedback and ideas.

The current downtown market profile reflected:

- Fifty percent (50%) of the visitors lived within close proximity of the downtown area and within the 89030 zip code area.
- Visitors tended to be Hispanic and younger with children.
- The business mix and product offering was a lower, thrift product in the downtown area.

A study of food, shopping, and entertainment offerings in the downtown area revealed:

- The food offering was narrow. Cuisine tended to be fast food or Mexican. This was good for the current market, but did not bode well in the community and this product needed to be expanded.
- The typical non-working visitor came downtown to grocery shop, attend medical appointments and perform miscellaneous errands. They spent less than an hour in the downtown area.

The strategy was to expand the visitor time since time equaled money, value and an experience.

The issues for the residents who did not go downtown were:

- Shopping and entertainment did not meet their needs.
- National food brands were not available.
- There was no movie theater.
- Safety.

Residents and business people were surveyed regarding their preferences for characteristics for the downtown area to create a potential market profile:

- Urban Center; emphasized housing and walking areas.
- Employment Center; employment and entertainment was core.
- Town Square; emphasized culture, parks, events and entertainment.

The majority of those surveyed preferred a Town Square environment for the downtown area.

Ms. Mayo-DeRiso stated the current mix of businesses were predominantly Hispanic with a significant African-American and large Asian Market. The biggest problem the City faced was the geographic disbursement of the businesses which was not conducive to strolling or impulse shopping.

Ms. Mayo-DeRiso conveyed business owners liked being in the downtown area. They wanted more customers and to stay in the downtown area because it was convenient. Over 50% of the businesses replied they wanted to generate additional business, but the downtown area needed to be cleaned up and the homeless issue needed to be addressed.

Community and business owners indicated:

- Seventy-six percent (76%) found the concept of a Farmers' Market appealing.
- Seventy-four percent (74%) wanted open space and parks.
- Sixty-six percent (66%) liked the idea of a children's museum.

The major issues affecting the vitality of downtown were crime, homelessness, visual blight, and diverse business product offerings.

The City's Citizens' Survey and the Market Study indicated business owners and residents:

- Were concerned about safety and/or the perception of safety.
- Preferred living and working in the City of North Las Vegas.
- Were pleased with the direction the City was headed.
- Were satisfied overall with the quality of services the City was providing.
- Placed importance on zoning, regulations and planning.
- Placed importance on economic development, redevelopment, and code enforcement.

Recommendations by Mr. Bender and Ms. Mayo-DeRiso were:

- Enhance the clean-up programs.
- Clean-up the graffiti to improve the perception of safety.
- Implement a Farmers' Market. Culturally, food and family were very important.
- Consider the development of regional sports and entertainment.
- Address the need for a movie theater where families can spend time together.
- Focus on the need for national brand restaurants. People liked them because they were predictable.
- Promote the need for a sports complex.

Ms. Mayo-DeRiso summarized by stating the City needed to utilize the market data. Mr. Bender and Ms. Mayo-DeRiso wanted to assist Council by developing a strategy that identified the most appropriate business mix for the downtown area that would reflect complementary products that stimulated the economic spectrum. They wanted to identify mid-range and long-term priorities.

Councilwoman Smith stated there were no surprises in the Market Study and it was good to have the data to back up the positive statements about the direction the City was headed.

Chairman Eliason stated the window for redevelopment opportunity was closing quickly. It took time for redevelopment to get through the system and there were 12 years left for the development of District 1. Chairman Eliason supported the survey's results in not recommending an ethnically-themed downtown area.

Mayor Montandon stated the most common question asked by citizens was when was the City going to build a Chili's or an Applebee's. Mayor Montandon responded the answer was "never" because the City did not build restaurants but tried to create a market for them. The City had to determine what it could and could not do and incorporate those findings

into the strategic plan. For example, the City could help to build a Farmer's Market, but it could not build brand name restaurants.

Ms. Mayo-DeRiso stated she had worked hard to attract a name brand market within a shopping center in Tulsa, Oklahoma. Every marketing person who represented brand name restaurants wanted to know demographics – how many people, visitors, and data to support the demand. Ms. Mayo-DeRiso stated the City of North Las Vegas had data to support the potential name brand market.

Councilwoman Smith thanked Ms. Mayo-DeRiso and Mr. Bender for their hard work. Ms. Mayo-DeRiso responded she appreciated the opportunity and believed the City had a lot of potential.

ACTION: STATUS REPORT GIVEN

PUBLIC FORUM

There was no public participation.

ADJOURNMENT

ACTION: THE MEETING ADJOURNED AT 5:58 P.M.

MOTION: Chairman Eliason

SECOND: Board Member Smith

AYES: Chairman Eliason, Vice Chairman Buck, Board Members Montandon, Robinson and Smith

NAYS: None

ABSTAIN: None

APPROVED: July 7, 2004

/s/ Robert L. Eliason
Robert L. Eliason, Chairman

ATTEST:

/s/ Karen L. Storms
Karen L. Storms, CMC, Agency Secretary