

REGULAR CITY COUNCIL MEETING AGENDA
3:00 P.M. Monday, February 23, 2009
City Council Chambers, Legislative Building, 745 Fourth Street, Sparks, Nevada

1. *Call to Order (Time: 2:59:31 p.m.)

The regular meeting of the Sparks City Council was called to order by Mayor Pro tempore Ron Schmitt at 2:59 p.m.

2. *Roll Call (Time: 2:59:35 p.m.)

Mayor Pro tem Ron Schmitt, City Clerk Linda Patterson, Council Members Julia Ratti, Phillip Salerno, Ron Smith, Mike Carrigan, City Manager Shaun Carey, City Attorney Chet Adams, PRESENT. Mayor Geno Martini, ABSENT.

Invocation Speaker: (Time: 3:00:61 p.m.)

The invocation was given by Pastor Paul Sheehan from the Queen Way Church of Christ.

Pledge of Allegiance (Time: 3:01:15 p.m.)

The Pledge of Allegiance was led by Council Member Phillip Salerno.

***Comments from the Public** (Time: 3:01:40 p.m.)

Mr. Mike Fiannaca, Sparks Florist, spoke regarding the proposed median installation on the Pyramid Highway from “C” Street to Roberta Way. He said this would negatively impact his (and other) businesses located on “I” Street, because the proposed plan would be prevented from making a left turn from Pyramid onto “I” Street.

Council Member Carrigan expressed concern that the business owners were not notified of the plan. Council Member Smith stated he did not feel the proposed medians would make much of an impact. Council Member Salerno stated he did not support the proposed changes because they would not slow down traffic and they would negatively impact access to the businesses on Pyramid.

Approval of the Agenda (Time: 3:11:31 p.m.)

Consideration of taking items out of sequence, deleting items and adding items which require action upon a finding that an emergency exists.

Mayor Pro tem Schmitt noted that item 5.7 needed to be pulled from the agenda.

A motion was made by Council Member Carrigan, seconded by Council Member Smith, to approve the agenda as amended. Council Members Ratti, Salerno, Smith, Carrigan, Schmitt, YES. Motion carried.

3. Recommendation to Approve Minutes of: (Time: 3:12:18 p.m.)

None.

4. Announcements, Presentations, Recognition Items and Items of Special Interest:

4.1 Proclamation – National Black History Month (Time: 3:12:21 p.m.)

Mayor Martini read a proclamation naming February, 2009 as National Black History Month in recognition of the diversity of cultures and traditions of our region. The proclamation was accepted by Loni Feemster, President of the Reno/Sparks NAACP (National Association for the Advancement of Colored People).

4.2 Presentation on Reno/Sparks Convention & Visitors Authority Issues (Time: 3:19:25 p.m.)

Ms. Ellen Oppenheim, RSCVA (Reno/Sparks Convention & Visitors Authority) President/CEO gave a presentation to the City Council regarding the activities of the RSCVA during the past year as follows:

RSCVA Presentation to Sparks City Council

Agenda

- Current Tourism Economy
- RSCVA Budget Update
- RSCVA Strategic Plan Update
- New Research Findings and Market Segmentation Study
- Sparks Marketing/PR Updates
- Ongoing Partnership

State of the Tourism Economy

- Nationwide Business and Leisure Travelers are:
 - decreasing the frequency of trips
 - taking shorter trips
 - choosing destinations closer to home
 - spending less

Air Service Update -Reno-Tahoe International Airport

- Passengers – 2008 was down 12% compared to 2007. The decrease in total passengers is attributed to the impact of record high jet fuel cost earlier in the year, causing the airline industry to significantly reduce capacity throughout the nation.
- Load Factor – 2008 average load factor of 75% was two points lower than 2007. This lower average load factor for the year is a direct result of the significant drop in demand for air travel in the latter part of 2008 driven by the faltering economy.

RTIA Service Comparison	
December 2007:	86
December 2008:	69
Post 9/11 Low (January 2002):	73

Minutes of the Regular City Council Meeting for February 23, 2009

RSCVA Budget Update

Cumulative FY 08-09 Budget Adjustments as of January 01, 2009				
Departmental Margins	FY 08-09		Increase (Decrease) in Profit	
	Budget	Outlook	Amount	% Change
Reno-Sparks Convention Center	(755,635)	(861,519)	(105,884)	-14.0%
National Bowling Stadium	(1,582,060)	(1,158,165)	423,895	26.8%
Reno Events Center	116,238	280,607	164,369	141.4%
Reno-Sparks Livestock Events Center	(478,221)	(405,721)	72,500	15.2%
Golf	(679,254)	(367,756)	311,498	45.9%
Total Facilities	(3,378,932)	(2,512,554)	866,378	25.6%
Convention Sales	(3,654,266)	(2,294,672)	1,359,594	37.2%
Marketing	(5,159,735)	(3,516,616)	1,643,119	31.8%
Tourism	(1,491,890)	(973,053)	518,837	34.8%
Total Sales and Marketing	(10,305,891)	(6,784,341)	3,521,550	34.2%
General and Administration	(3,271,289)	(2,943,148)	328,141	10.0%
All Other	(12,146,455)	(11,787,121)	359,334	3.0%
Room Taxes	27,272,613	22,023,522	(5,249,091)	-19.2%

Cumulative FY 08-09 Budget Adjustments as of January 01, 2009				
Room Statistics	FY 08-09		Increase (Decrease)	
	Budget	Outlook	Amount	% Change
Taxable Room Revenues	315,415,669	254,806,726	(60,608,943)	-19.2%
Tax Collections	27,272,613	22,023,522	(5,249,091)	-19.2%
Cash Occupied Rooms	3,890,231	3,388,804	(501,427)	-12.9%
Cash Average Rate	\$81.08	\$75.19	(\$5.89)	-7.3%
Cash Occupancy %	42.1%	36.9%	(5.2)	-12.4%
Total Occupancy %	67.4%	61.2%	(6.2)	-9.2%

Description	Actual									
	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	
Taxable Room Revenue	259,152,710	278,885,741	282,432,859	261,966,526	256,216,294	272,451,686	275,567,203	288,393,206	303,333,318	
Cash Occupied Rooms	4,773,411	5,017,909	4,926,899	4,610,335	4,534,515	4,645,504	4,383,328	4,315,188	4,092,489	
Cash Average Rate	\$54.29	\$55.58	\$57.32	\$56.82	\$56.50	\$58.65	\$62.87	\$66.83	\$74.12	

Strategic Plan Update

1. **Increase Convention Sales and Marketing** – The top priority is to sell the destination as a place for conventions, tradeshow and meetings, while leveraging the group facility assets to book maximum lodging property room nights.

- Updates:
 - Exceeded mid-year goal for total convention room nights for a total of 203,081 and achieved goal of 12 citywide conventions for FY 2008-09

Minutes of the Regular City Council Meeting for February 23, 2009

- Booked large citywide conventions (e.g. Safari Club 2011, Benevolent and Protective Order of Elks in 2013 and 2017, and Rocky Mountain Elk Foundation in 2010, 2011, 2013 and 2016)
 - Developing more convention industry events
2. Increase Tourism Sales and Marketing – Increase individual traveler and group traveler business for Reno-Tahoe by marketing regionally, nationally and internationally.
- Updates:
 - Achieved 86% of mid-year goal of 256,120 room nights tracked through wholesalers
 - Providing regular visibility for Sparks and the destination within the wholesale industry (e.g. Travel Agent Familiarization trips; Tourico, Southwest Vacations, AAA Pacific NW. Industry Event; National Tour Association 2009)
 - Continuing to push the destination renaissance story through national and regional PR efforts
3. Special Events Philosophy and Funding - Develop and implement a reasonable special events philosophy and funding system that ties to increasing room nights, Average Daily Rate (ADR) and/or measurably increases brand awareness and propensity to visit Reno-Tahoe.
- Updates:
 - Implemented Special Event Funding Program, completed 3rd cycle, 2nd year of applications with all events exceeding ROI goals
 - Project Brainstorm to extend special event season into January – March
4. Efficiently Manage Assets- Manage the RSCVA assets (primarily the public assembly facilities and golf courses) at maximum efficiency to free up additional funds to support RSCVA key priorities.
- Updates:
 - Northgate closure
 - No impact to operations at Wildcreek
5. Develop Capital Improvement Program- Create a reasonably phased capital improvement plan for the RSCVA-owned facilities to ensure they remain safe and competitive with industry standards.
- Updates:
 - RSLEC needs
 - Atlantis Sky Bridge connected to RSCC
 - RSCC West Plaza completed
 - RSCC Additional improvements
6. Address Average Daily Rate – Act as a catalyst and create and foster a destination-wide revenue management culture by providing stakeholders with tools, education, and incentives that promote growth in Average Daily Rate (ADR), Revenue Per Available Room (RevPAR) and RSCVA resources.
- Updates:
 - Reno-Tahoe total lodging ADR is at \$76.25* as of midpoint of FY 08-09, a 2.5% decrease from previous year's actual and is 95.2% of year 2 ADR goal.

Recent RSCVA Research Projects

- Qualitative research:
 - Focus groups completed in June, 2008
 - Findings steered quantitative instrument design
- Quantitative research:
 - RSCVA: Core drive market telephone survey (Bay Area, Sacramento, Central Valley)
 - Data collection completed in early September, 2008
 - RMC: Fly markets web panel survey (11 markets across U.S. & Canada)
 - Data collection completed in September, 2008

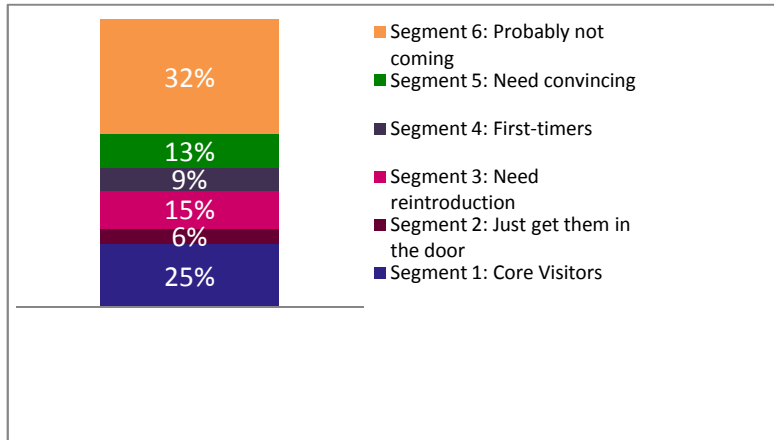
Overview of the Core Market

- In 2007 79% of all visitors to the Reno-Tahoe area came from the states
- The core market research represents the region's drive market
- (Northern California) Represents approximately 40% Reno-Tahoe Visitors

Core Drive Market Research Findings

- Recent visitors have an overwhelmingly positive impression of Reno
 - 80% favorable if they visited Reno in the past two years
- Overall Lake Tahoe is the most frequently mentioned getaway location in the core drive market
 - Reno is tied for third place on the list
- Almost 90% of the core drive market has been to either Reno or Lake Tahoe as an adult
- Ease of access, fun and exciting, and value are the three most important attributes that people look for when traveling and most readily associate with Reno
- The farther away people live, the more they believe that Reno is part of the Tahoe area

Reno Targeting Segmentation



Segment 3: Need Reintroduction

This segment (15% of the market) is somewhat interested in visiting Reno but they have not been recently. They are not likely to have the Reno area on their travel radar but have positive (but not strong) opinions of the area.

- 45% think of a beach or tropical location when thinking about a getaway, 23% mention somewhere urban, only 20% mention casinos
- 86% have a favorable opinion of Reno, but only 21% strongly favorable
- Only 9% are looking to getaway to somewhere familiar
- Only 29% have heard something about Reno lately
- Are less likely to be young – 40% are ages 50 to 69, another 20% are 40 to 49
- Messaging should remind them that Reno is easy to reach, fun, and accessible.

Segment 4: First-Timers

Only 9% of the market, this group has never been to Reno but want to visit. They are young, ethnically diverse and looking for a destination with lots to do.

- Not frequent travelers and many travel with children
- Looking for outdoor activities, events, sightseeing...fun things to do
- Young: 51% are under 35, only 12% are retired
- Only 30% are college graduates
- Ethnically diverse: 38% white, 29% Latino, 19% Asian and 6% African-American
- 29% are in the Central Valley, 60% in the Bay area and 11% in the Sacramento market
- There are not negative perceptions of Reno to overcome, but there are many awareness gaps. Messaging needs to tell this group that Reno has a lot to do without spending a lot of money.

Fly Market Research Findings

- In all markets, perception of the Reno-Tahoe area is generally positive, with consumers in nearer fly markets more aware
- Attributes most commonly associated with Reno-Tahoe are beautiful scenery, convenient air access, and gaming.

Minutes of the Regular City Council Meeting for February 23, 2009

- For closer in markets, the Reno-Tahoe brand is fairly well-defined and associated with specific positive attributes. As you look farther away, the brand is less well supported and would see longer-term benefit from brand messaging.
- Combining Reno and Tahoe into one destination for visitors who arrive by airplane appears to make sense for fly market residents.
- The RMC Research Committee has identified Southern California and the U.S. Pacific Northwest as the best markets to target to increase visitation to the area.

Market Segmentation Project

- Goal of the project is to prioritize target market segments and geographic locations
- Improve the effectiveness of marketing executions and messaging to priority audiences
- New firm selected through RFQ process
 - Asst. City Manager Randy Mellinger served on review committee along with JA Nugget representative
- Stakeholder interviews are underway
- Expect findings and new plan by the middle of May 2009

Sparks Marketing/PR Efforts

- Marketing materials and advertising efforts have included Sparks
- Enhancements made to both RSCVA and City of Sparks websites
- Sparks "Where to Stay"
 - Shows all Sparks Hotels and Motels.
 - Offers ability to also search by AAA and Best Rates.
 - Search for "Reno" also displays all Sparks listings that matches criteria.
- Sparks "Where to Dine"
 - Shows dining establishments with a Sparks listing .
 - Offers ability to also search by cuisine or features.
 - Search for "Reno" also displays all Sparks listings that matches criteria.
 - Sparks Chamber has been granted access to add and manage additional restaurants for Sparks.

2009 Marketing Focus

- Utilizing new research a new marketing campaign targeting the drive market launched in January
- John Ascuaga's Nugget joined five other destination hotel-casino properties in contributing \$1.1 million towards an approximately \$1.8 million campaign
 - Buying power enabled more than \$5 million in advertising to be purchased
- Campaign positions destination as a fun, exciting and accessible getaway

Ongoing Partnership - Recent Examples

- Increased participation in committee meetings and projects
 - RSCVA staff regularly attending Sparks Tourism Marketing Committee meetings
 - City of Sparks staff invited and regularly attending RSCVA committee meetings including:
 - RSCVA Board of Directors Meetings
 - RSCVA Board Marketing and Sales Committee
 - RSCVA Board Finance Committee
 - RSCVA Board Facilities Committee
 - RSCVA/Hotel Directors of Marketing
 - RSCVA/Hotel Directors of Convention Sales
 - RSCVA/Hotel Directors of Tourism Sales
 - RSCVA invited City of Sparks staff to attend TEAMS conference as we promoted Golden Eagle Regional Park
 - RSCVA staff participating in DDI Branding Project providing information/research results and serving on stakeholder committee
 - Sparks amenities and attractions continued inclusion in destination Media and Sales Familiarization tours (FAMS)
 - RSCVA President and CEO meetings with Sparks City Manager and other key staff
 - Key liaisons have been identified from both the RSCVA (Michael Thomas) and City of Sparks

Minutes of the Regular City Council Meeting for February 23, 2009

(Randy Mellinger)

- Sparks representatives served on RSCVA Special Event Funding Panel, RSCVA Communications Manager Search Panel and RFQ Review Panel for Marketing Segmentation Firm

Ms. Oppenheim then responded to questions and concerns from council members. Council Member Smith asked for some local advertising for the wakeboard competition at the Marina, so local residents will be aware of the event.

5. Consent Items: (Time: 3:43:16 p.m.)

Item 5.7 was pulled from the agenda. Item 5.13 was pulled for separate discussion and vote.

A motion was made by Council Member Smith, seconded by Council Member Ratti, to approve Consent Items 5.1 through 5.6 and 5.8 through 5.12. Council Members Ratti, Salerno, Smith, Carrigan, Schmitt, YES. Motion carried.

5.1 Report of Claims and Bills approved for payment and appropriation transfers for the period January 22, 2009 through February 4, 2009

An agenda item from Finance Director Tom Minton recommending approval of the Report of Claims and Bills as outlined.

5.2 Consideration and possible approval of an application for an On Premises Alcoholic Beverage license for No Dirt, L.L.C. dba Grampy's, located at 222 Los Altos Pkwy., Sparks, NV, submitted by Mr. Christopher Frank Somers

An agenda item from Police Chief Steve Asher recommending the City Council approve an application for an On Premises Alcoholic Beverage License for Grampy's. Mr. Somers has two other licenses for other Grampy's locations in Sparks. The license will provide a \$1,000.00 annual fee plus \$1.00 per \$1,000.00 over \$50,000.00 annually and is contingent upon inspections and approvals from various agencies as stated in the staff report.

5.3 Consideration and possible approval of an application for a Cabaret license for Castillo's Bakery & Restaurant, located at 1125 Rock Blvd., Sparks, NV, submitted by Mr. Jose Luis Castillo

An agenda item from Police Chief Steve Asher recommending the City Council approve an application for Cabaret License for Castillo's Bakery & Restaurant. Mr. Castillo is upgrading his on current premises beer license to a cabaret license. The license will provide a \$700.00 annual fee plus \$1.00 per \$1,000.00 over \$25,000.00 annually and is contingent upon inspections and approvals from various agencies as stated in the staff report.

5.4 Consideration and possible approval of an application for a Gaming license for No Dirt, L.L.C. dba Grampy's, located at 222 Los Altos Pkwy., Sparks, NV, submitted by Mr. Christopher Frank Somers

An agenda item from Police Chief Steve Asher recommending the City Council approve an application for a Gaming License for Grampy's. The license will provide a \$1,800.00 annual fee for fifteen multi-denominational upright slot machines. The license is contingent upon inspections and approvals from various agencies as stated in the staff report.

5.5 Consideration and possible acceptance of a Justice Assistance Grant in the amount of \$15,294

An agenda item from Police Chief Steve Asher recommending the City Council accept a grant for the Sparks Police Department. The department intends to use the money to provide training and purchase technology/equipment that would not be possible without the use of grant funds.

5.6 Consideration and possible approval of a First Amendment to the Independent Contractors Agreement (A-3667) with Michael Chapman, Attorney at Law to increase compensation by an amount not to exceed \$50,000 for legal services in the furtherance of the Victorian Square Development Plan

An agenda item from Real Property Agent David Vill recommending the City Council approve an amendment to an existing contract for legal services relating to the Victorian Square Development Plan. The Chapman law firm is providing legal services for an eminent domain action. While the City has been successful in the District Court on this matter, the City still requires the services of the Chapman firm to conclude the litigation for acquisition of 1212 Victorian Avenue. This includes establishing compensation for the property owner and gaining legal title to the property for the City. Funds are budgeted and available for this expense.

This item was removed from the agenda:

5.7 Consideration and possible approval of a the purchase of two Columbia Cascade TimberForm play structures for Rock Park White Water Project, CIP 9047, to Park Pacific in the amount of \$61,255

An agenda item from Parks and Recreation Director Stan Sherer recommending the City Council approve the purchase of play structures for the Rock Park as part of the White Water Project. Staff has determined that with the new white water feature within the park, there is a deficiency of play structures at the park. These play structures will be installed within the concrete curb provided during the construction of the park and provide an activity for young citizens. Funds are available due to two current projects that are coming in under budget.

5.8 Consideration and possible approval the Local Public Agency agreement between the State of Nevada, acting by and through its Department of Transportation and the City of Sparks for the West End Prater Way Phase III Streetscape Project

An agenda item from Deputy Public Works Director Pete Etchart recommending the City Council approve an agreement for improvements to the west end of Prater Way on the north side from View Street to 21st Street. This agreement will allow the State of Nevada to reimburse the City in the amount of \$650,000. The total cost of the project is \$1,385,000. Utilizing federal and local funding, the project includes accessibility improvement, sidewalks, landscaping, lighting, and undergrounding of the existing power lines.

5.9 Consideration and possible approval of Change Order #1 for additional concrete and electrical facilities on the Rock Park Whitewater Park Phase 2 Project, Contract Number C-1081, with Petersen Construction in the amount of \$82,209.13 for a final contract amount of \$530,657.13

An agenda item from Civil Engineer Andrew Hummel recommending the City Council approve

a change order for several construction changes request by the City Parks Department to increase the useable space of the park and to provide updated lighting and electrical systems for the park. Funds are available for this additional work.

5.10 Consideration and possible approval of Bid #08/09-00208/09-013, an initial six month contract with the possibility of nine (9), six-month extensions to Sierra Chemical Co. for the annual amount of \$222,075 to supply dewatering and Sodium Bisulfite to the Truckee Meadows Water Reclamation Facility

An agenda item from Operations Superintendent Starlin Jones recommending the City Council approve a contract to supply dewatering and sodium bisulfate to TMWRF (Truckee Meadows Water Reclamation Facility). Sodium bisulfate is used to eliminate any residual chlorine in the final effluent that is conveyed into Steamboat Creek and is required by the City's federal discharge permit. A more frequent renewal of the contract will allow the vendor to raise or lower the price adjustment to the raw materials market.

5.11 Consideration and possible approval of recommendation to refund permit fees to Galleria Station, LLC for permits A0600348-A0600352, A0600362, A0600364, & A0600365 in the amount of \$189,880

An agenda item from Community Development Director Neil Krutz recommending the City Council approve the refund of permit fees for construction of eight townhomes in the second phase of Casoleil subdivision which was anticipated, but will not be taking place due to the current economic market. This refund requests a 100% refund of the NSSOI and sewer fees, which were paid in cash. NSSOI Flood Payments and NSSOI Park payments will be credited back to the respective trust accounts and RTC credits will be reversed through RTC; however, no other permit fees are eligible for refund.

5.12 Consideration and possible approval of recommendation to refund permit fees to Reynen & Bardis Communities for permits A0506213, A0506208, A0505941, A0505947, A0505945, A0505951, A0505946, A0505944, & A0505939 in the amount of \$38,043

An agenda item from Community Development Director Neil Krutz recommending the City Council approve the refund of permit fees for construction of nine single family residences in the Galaxy subdivision which was anticipated, but will not be taking place due to the current economic market. This refund represents the return of the construction tax for park district 3 and sewer connection fees at 100%. NSSOI flood payments will be credited back to the respective trust accounts and RTC credits will be reversed through RTC. No other permit fees are eligible for refund.

5.13 Consideration and possible approval of a professional consulting services contract to Hershenow and Klippenstein Architects, for Architectural and Engineering design services to add solar panels to the Larry D. Johnson Community Center, CIP 9031, in the amount of \$44,000 (Time: 3:44:20 p.m.)

An agenda item from Capital Projects Manager Chris Cobb recommending the City Council approve a contract to add solar panels to the roof of the Larry D. Johnson Community Center. These new solar panels will supply approximately one third of the energy needs of the building. This clean energy reduces the effects on the environment while reducing the City's energy costs.

Funding is available for this project.

Council Member Smith asked about the cost of the actual solar panels. Public Works Director Wayne Seidel stated that we have received a grant of about \$250,000 for this project and he did not think the cost of the project would exceed the grant amount; however, he would verify and let Mr. Smith know construction and materials costs for the project. Council Member Smith said he wanted to see the entire project, not just the design part. A suggestion was made to continue this item to the next meeting.

A motion was made by Council Member Smith and seconded by Council Member Carrigan, to bring this item back to the Council for consideration at the next meeting, with staff to provide additional details on project costs.

Council Member Ratti noted that energy projects were a high priority on the list of projects for President Obama's economic stimulus package money and therefore, there might be a timing issue if approval is delayed.

Mr. Seidel noted that we have had the grant money for a while and it was originally going to be used for the design and expansion of the community center. However, in doing an analysis, the community center is eligible for a solar type project.

City Planner Armando Ornelas stated he just spoke with Deputy Public Works Director Pete Etchart, and the total cost of the project is anticipated to be between \$450,000 and \$500,000. Of that, \$180,000 would be covered by a rebate program from NV Energy (formerly Sierra Pacific Power Company). He stated that \$44,000 is about 10% of the capital costs of the project and it is not out of line for typical design of a project. Mr. Ornelas then explained how the energy rebate program works.

A motion was made by Council Member Smith, seconded by Council Member Carrigan, to approve a professional consulting services contract to Hershenow and Klippenstein Architects, for Architectural and Engineering design services to add solar panels to the Larry D. Johnson Community Center. Council Members Ratti, Salerno, Smith, Carrigan, Schmitt, YES. Motion carried.

6. General Business:

6.1 Presentation, discussion and possible direction or approval of Federal, State, Nevada League of Cities and Local Legislative Affairs issues (Time: 3:52:25 p.m.)

Government Affairs Analyst Kathy Clewett noted that Government Affairs Manager Rob Joiner was in Washington, DC (on his own "dime"), presenting our Fiscal Year 2010 appropriation requests. She stated staff also met with Senator Dean Heller when he was in town last week and presented our appropriation requests to him. She said he was pleased to see the Larry D. Johnson Community Center and the water treatment plant projects on the list.

Minutes of the Regular City Council Meeting for February 23, 2009

Ms. Clewett stated staff has also had discussions with the Reed High Band Director Duane Hollenbeck, regarding taking approximately 50 students from various high schools to visit our sister city, Longford, Ireland. Ms. Clewett said she has spoken with the County Manager in Ireland, Dan Rooney, and they are working on finding places for the students and chaperones to stay. Mr. Hollenbeck will present this project to the Marketing and Tourism Committee this week.

Ms. Clewett stated the City's charter BDR still has not been presented this session, so far. Senator Washington has reported that he is hoping it will come out this week.

AB98, the Sparks room tax bill is expected to be heard in the Assembly Taxation Committee sometime during the week of March 9th. Staff met with Assemblywoman McClain on Friday and gave her the original BDR language as we submitted it and the amended BDR language because what we submitted and what was written up was not the same thing.

SB88, the City of Reno bill, is being reworked to add language about tax depreciation and resetting the values.

BDR54, which is the bill from Ms. Smith and Ms. Kirkpatrick concerning abatements, redevelopment districts and STAR bonds, has still not "dropped." Ms. Clewett noted that the Council was sent a link to the interim study that was presented last week at a joint Assembly/Senate taxation committee meeting. The report is about 284 pages and there is some interesting information in the report.

Assistant City Manager Steve Driscoll stated he attended a League of Cities Meeting this morning at which there was discussion on AB32 and AB80 regarding the sewer lateral issue brought up by the PUC (Public Utilities Commission) over a year ago.

AB80 was submitted by the League of Cities on behalf of all cities in Nevada, before there was any determination as to whether or not the PUC had any jurisdiction. In the September/October, it was determined that the intent of the Legislature was to exclude sewer laterals and there has been lots of legal discussion since then, but the issue has not gone away.

AB32 was brought forward on behalf of NACO (Nevada Association of Counties), through Esmeralda County, to determine that there is no jurisdiction by the PUC (Public Utilities Commission) on the sewer lateral issue. So, dealing with "wet utilities" such as storm drain systems and sewer systems, it appears AB 32 will be discussed on March 4th. AB80 is supposed to be presented at the same time, but we are trying to get the bill pulled, or at least heard after AB32 has been put in place.

Council Member Carrigan stated that when we put forth a bill regarding depreciation several years ago, it was deemed unconstitutional. He asked if the bill Reno is putting through was now constitutional. Mr. Driscoll stated that Reno seems to feel that with some clarifications that they received from the LCB (Legislative Council Bureau) that there may be a way to address depreciation and address the resetting of depreciation in a manner that would not make it a constitutional issue. It is the belief that the re-setting of depreciation upon sale of a property can

be done without having to go through the full constitutional process, which would take five to seven years.

Ms. Clewett noted that the 30th anniversary of the Secret Witness Program is this year. There will be a luncheon on June 11th.

City Attorney Adams expressed concern that Mr. Joiner was traveling “on his own dime” while conducting official city business. Mr. Driscoll explained that Mr. Joiner is a board member for a financial institution and they annually go to Washington, DC for a board meeting. For the last two years, he has stayed over an extra day on his trip, for which the City pays a small portion of his expenses for that extra day.

6.2 Presentation, discussion and possible direction for support of the NDOT Pyramid Highway (C Street to Roberta Lane) Public Safety Improvement Project (Time: 3:45:30 p.m.)

Public Works Director Wayne Seidel noted that staff has been working with NDOT (Nevada Department of Transportation) since 2004 in reviewing the section of Pyramid Highway from “C” Street to McCarran Boulevard for public safety and access management improvements which include raised median curbs, protected turn pockets, and eliminating left turn movements at two intersections (“D” and “F” Streets). To provide and construct these public improvements, three blocks on each side of on-street parking will be removed and eliminated. This proposed NDOT public safety project is currently slated for a late spring/early summer construction start. He then introduced NDOT Project Coordinator Natalie Caffaratti, who gave a presentation on the proposed project.

In addressing the concerns expressed by Mr. Fiannaca under public comments, Ms. Caffaratti noted that they will be focusing primarily on the “C” Street to Prater Way section of Pyramid Highway and they will do a reevaluation of the improvements to the north of Prater.

Ms. Caffaratti discussed the drawbacks to a center raised median, stating that the on-street parking on Pyramid will be eliminated, impacting businesses and residences and putting the parking on the adjacent side streets; bicyclists will have to travel as a vehicle in this area; traffic volume increase on side streets. She said the advantages to improving safety include: island will provide pedestrian refuge and left turn storage at “E” Street (turning options at “D” and “F” Streets will be removed); the islands will also act as a traffic calming measure.

Council Member Carrigan asked how many people attended the public hearings and how they were notified. Ms. Caffaratti stated they sent out flyers to all the adjacent property owners in December. She stated last week Real Property Agent David Vill and NDOT Traffic Safety Coordinator Tom Lightfoot went door-to-door to hand out flyers and discuss the project with the business owners in the area.

Council Member Ratti said that in deference to the public comment, she felt that business access issues should be added to the list of disadvantages. She said she read the entire safety audit and it did not include a recommendation for a median. Ms. Ratti asked for an explanation of how the decision regarding the medians was made and a discussion ensued regarding the history of the

project and how it developed into the current scope of work. Ms. Ratti commented that having left turn pockets actually allowed traffic to speed up, because drivers would no longer have to stop for cars making left turns. Ms. Ratti also asked about the potential for a bike lane in the future. The response was that it was a possibility in the distant future, but there is currently no room to create a bike lane and they would have to encroach upon the adjacent properties to create a bike lane.

Ms. Ratti asked how important was the raised median to the traffic safety issue and could the project be successful with all the other elements, but not the raised median. Ms. Caffaratti stated that the raised median was the “meat and potatoes” in addressing the safety issues.

Ms. Ratti asked if there were any significant changes made to the plan after input was received from the public hearing(s) or from the door-to-door visits. Ms. Caffaratti stated they did not receive any specific comments from the public meetings. Mr. Vill stated that they walked both sides of the street from “C” Street to Prater Way, early in the afternoon. They talked to approximately 100 people and overwhelmingly, they either had no opposition or were in favor of the project. There were two people who were upset because of the removal of the street parking and two business owners who did express unhappiness about sending some of the traffic through the neighborhoods. In his opinion, based on the conversations with the people who lived or worked in the area, they supported the project.

Ms. Ratti asked about the impact of construction on the business owners. Mr. Vill noted that most of the work will be done at night, or after hours, and access to businesses will be maintained. Ms. Caffaratti stated NDOT will phase the project; doing marathon weekends for the major intersections; and closing sections of roadway in 24 hour increments.

There was a discussion regarding the improvements and the anticipated increase in the speed of the vehicles resulting from the safety improvements.

Council Member Schmitt asked where the project goes from here. Ms. Caffaratti stated they anticipate advertising for bids in April, with construction starting in July. She said that whether or not the safety portion of the project is supported, they will proceed with the preservation elements; pedestrian signalization, signage and ADA (Americans with Disabilities Act) upgrades.

Council Member Schmitt said the unfortunate aspect of roadway safety management is that it is based on the number of accidents and loss of life that help move these project forward. It is important to realize that this process has been on-going for five years and we have to make a decision based the information we have available.

Council Member Salerno noted he would be abstaining from the vote on this issue because he is an owner of property along Pyramid Highway and would be affected by this action.

Council Member Smith made a motion to support the NDOT Pyramid Highway public safety improvement project from “C” Street to McCarran Boulevard. The motion was seconded by Council Member Ratti. City Manager Carey noted that staff recommendations have changed.

We will still study the section of Pyramid from Prater Way to McCarran Boulevard and that section will be subject to future discussions. He recommended that the motion include improvements from "C" Street to Prater Way only.

Council Member Ratti asked that because these improvements have the potential of increasing the speed of traffic on Pyramid, she would like staff to keep the Council informed of some of the other pedestrian safety measures that can be taken on this roadway.

A motion was made by Council Member Smith, seconded by Council Member Ratti, to support the NDOT Pyramid Highway public safety improvement project from "C" Street to Prater Way. Council Members Ratti, Smith, Carrigan, Schmitt, YES. Council Member Salerno, ABSTAIN. Motion carried.

6.3 Possible motion to conduct a Closed Labor Relations Proceeding (Closed per NRS 288.220) (Time: 4:42:04 p.m.)

A motion was made by Council Member Carrigan, seconded by Council Member Smith, to adjourn to a closed labor proceeding. Council Members Ratti, Salerno, Smith, Carrigan, Schmitt, YES. Motion carried.

The meeting adjourned at 4:42 p.m. and reconvened at 5:57 p.m.

6.4 Discussion, Consideration and Approval of a memorandum of understanding between the City and the Fire Chief Officers Association, July 1, 2005, through June 30, 2010 (Time: 4:57:13 p.m.)

Mayor Pro tem Schmitt asked that staff make one presentation regarding all the labor agreements, with one question and discussion period, followed by separate votes on each item. For clarification in reading the minutes, the presentation for each labor agreement/amendment is listed separately, under that agenda item.

Assistant City Manager Steve Driscoll and Human Resources Director Chris Syverson explained that the Fire Chief Officers have requested to add the ability to utilize a catastrophic leave bank to which they may donate or utilize hours when a catastrophic illness or injury strikes. This leave bank will be used in combination with the IAFF Local 1265 Catastrophic Leave Bank. Ms. Syverson noted that this is a common practice among city employees, but these bargaining units did not have this ability.

Additionally, with the retirement of the Assistant Fire Marshal and Fire Inspector II, it has become necessary to utilize the Fire Marshal to cover standby. The Fire Chief has requested that language be added to allow him to designate standby at his discretion.

(Time: 5:04:15 p.m.)

A motion was made by Council Member Smith, seconded by Council Member Carrigan, to approve the memorandum of understanding between the City and the Fire Chief Officers Association, July 1, 2005, through June 30, 2010. Council Members Ratti, Salerno, Smith, Carrigan, Schmitt, YES. Motion carried.

6.5 Discussion, Consideration and Approval of a memorandum of understanding to the IAFF 1265 Contract, July 1, 2005 through June 30, 2010 (Time: 4:57:13 p.m.)

Assistant City Manager Steve Driscoll and Human Resources Director Chris Syverson stated that during the last negotiation session it was agreed to allow the accrual of compensatory time, and allow it to be credited to the employee's Holiday Compensatory Time Bank. Following ratification and Council approval, it was found that it is not possible to intermix Holiday time and Overtime related to compensatory time under the Fair Labor Standards Act. This change will allow a separate time bank to be maintained. Also, the Public Employees Retirement System (PERS) clarified the language regarding call back provisions and the proposed contract brings those changes into the contract, as required.

Ms. Syverson noted that there is no additional cost to the City for either the IAFF or Fire Chief's contract amendments.

(Time: 5:04:51 p.m.)

A motion was made by Council Member Ratti, seconded by Council Member Smith, to approve the memorandum of understanding to the IAFF 1265 Contract, July 1, 2005 through June 30, 2010. Council Members Ratti, Salerno, Smith, Carrigan, Schmitt, YES. Motion carried.

6.6 Consideration, discussion and possible approval on the ratification of a bargaining agreement between the City of Sparks and the Sparks Police Protective Association (SPPA) Police Sergeants and Senior Marshals (Time: 5:00:57 p.m.)

Assistant City Manager Steve Driscoll and Human Resources Director Chris Syverson noted that the SPPA Sergeants and Senior Marshals have reached a tentative agreement on contract changes for the July 1, 2008 through June 30, 2010 contract period. Ms. Syverson stated that the police contracts expired July 1, 2008 and staff has been in active negotiations for some time.

Ms. Syverson stated she felt that this labor agreement was beneficial for both sides and that it was also cost neutral. She noted that there are costs associated with the other three police labor agreements, but it was understood at the very beginning of negotiations that the City had an inability to pay, which meant that any issue brought up for negotiation needed to be cost neutral. The recommendations for 6.6, 6.7, and 6.8 have all been absorbed by the Police Department in other measures and they are not new budget numbers.

(Time: 5:05:25 p.m.)

A motion was made by Council Member Carrigan, seconded by Council Member Smith, to ratify the bargaining agreement between the City of Sparks and the Sparks Police Protective Association (SPPA) Police Sergeants and Senior Marshals. Council Members Ratti, Salerno, Smith, Carrigan, Schmitt, YES. Motion carried.

6.7 Consideration, discussion and possible approval on the ratification of a bargaining agreement between the City of Sparks and the Sparks Police Protective Association (SPPA) Non-Supervisory Unit (Time: 5:01:57 p.m.)

Human Resources Director Chris Syverson noted that the SPPA Non-Supervisory [bargaining] Unit has reached a tentative agreement on contract changes for the July 1, 2008 through June 30, 2010 contract period. Mr. Driscoll noted he has been involved in the labor process as the chief negotiator [for the City] for a long time, but this negotiation session had a different tenor than in the past. The willingness of the Sparks Police Protective Association to work under the existing fiscal constraints and the innovative ideas they came up with resulted in an agreement that was satisfactory to both parties.

Council Members Schmitt, Carrigan, Smith, and Ratti thanked the Police Department's bargaining units for "stepping up to the plate" and cooperating in these negotiations; given the economic constraints being experienced by everyone at this time.

(Time: 5:05:52 p.m.)

A motion was made by Council Member Smith, seconded by Council Member Ratti, to ratify the bargaining agreement between the City of Sparks and the Sparks Police Protective Association (SPPA) Non-Supervisory Unit. Council Members Ratti, Salerno, Smith, Carrigan, Schmitt, YES. Motion carried.

6.8 Consideration, discussion and possible approval on the ratification of a bargaining agreement between the City of Sparks and the Sparks Police Protective Association (SPPA) Lieutenants (Time: 4:45:30 p.m.)

Assistant City Manager Steve Driscoll and Human Resources Director Chris Syverson noted that the SPPA Lieutenant [bargaining unit]. have reached a tentative agreement on contract changes for the July 1, 2008 through June 30, 2010 contract period. Mr. Driscoll then reviewed the changes as listed in the staff report and responded to questions and concerns from Council.

(Time: 5:06:20 p.m.)

A motion was made by Council Member Smith, seconded by Council Member Carrigan, to ratify the bargaining agreement between the City of Sparks and the Sparks Police Protective Association (SPPA) Lieutenants. Council Members Ratti, Salerno, Smith, Carrigan, Schmitt, YES. Motion carried.

7. Public Hearings and Action Items Unrelated to Planning and Zoning:

None.

8. Planning and Zoning Public Hearings and Action Items:

None.

9. Comments:

9.1 *From the Council and City Manager (Time: 5:07:07 p.m.)

Council Member Smith welcomed Colton Smith, his eighth grandchild, to the world. He was born February 22, 2009.

Council Member Schmitt noted that the Sparks branding issue has been a top topic this past week. He received an e-mail that was sent to all the Council Members and after several conversations with the person, she asked him to extend her apologies to the Council and staff for

Minutes of the Regular City Council Meeting for February 23, 2009

the tone of her initial e-mail and for not taking the time to study the issue before she made comments.

10. *Adjournment (Time: 5:09:23 p.m.)

There being no further business, the meeting was adjourned at 5:09 p.m.

Mayor

City Clerk

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