

# CITY OF NORTH LAS VEGAS MEETING MINUTES SPECIAL CITY COUNCIL MEETING

June 21, 2006

**CALL TO ORDER:** 4:34 P.M.

**ROLL CALL**                      **COUNCIL PRESENT:**

Mayor Michael L. Montandon  
Mayor Pro Tempore William E. Robinson  
Councilman Shari Buck  
Councilman Robert L. Eliason

**EXCUSED:**

Councilwoman Stephanie Smith

**STAFF PRESENT:**

City Manager Gregory Rose  
Assistant City Manager Sam Chambers  
Assistant City Manager Maryann Ustick  
City Attorney Sean McGowan  
City Clerk Karen L. Storms  
Economic Development Director Mike Majewski  
Redevelopment Manager Larry Bender  
Parks & Recreation Director Mike Henley  
Planning and Zoning Director Jory Stewart  
Chief Deputy City Clerk Anita Sheldon

**VERIFICATION:** Karen L. Storms, CMC  
City Clerk

**BUSINESS:**

1. **PRESENTATION AND DISCUSSION REGARDING THE ECONOMIC DEVELOPMENT DEPARTMENT UPDATE.**

City Manager Gregory Rose advised the Economic Development Department was established in July of 2005 and he requested Economic Department Director Mike Majewski to present an update on the operation of the department.

Director Majewski emphasized that the City Priorities and the North Las Vegas Vision 2025 highlighted the importance of economic development, as well as the need for pivotal development and redevelopment projects. He stated the goal of economic development was to entice businesses to locate in North Las Vegas to provide quality job opportunities for the City's residents and provide higher living standards for its citizens. As a result, employees would require additional goods and services, such as restaurants, retail stores, movie theaters, etc.

Although the Department was comprised of two divisions, it was organized around four functions:

- Business Development
- Redevelopment
- Special Projects
- International Investment

Business Development was designed to attract and promote a diversified economy by working closely with existing businesses and act as facilitators with companies seeking a location in Southern Nevada.

Director Majewski emphasized the importance of education and stated a program was established with the University of Nevada, Las Vegas, and Community College of Southern Nevada to assist in attracting companies to North Las Vegas. The possibility of expanding the North Las Vegas Airport was also explored, as well as the consideration of national and international marketing.

During the current fiscal year, the Economic Development Department assisted 105 potential new companies interested in a new location and five existing companies seeking to expand. Director Majewski provided examples of some of the new companies, with a combined investment of more than \$70 million, and existing business expansions at an investment of \$66 million in equipment and facility expansion, that were assisted by Economic Development staff.

A significant function of the Economic Development Department was retail development which targeted the types of retail development necessary to make North Las Vegas a self-contained community. At the International Council of Shopping Centers in May of 2006, Staff met with nearly two dozen desired retail and restaurant businesses. In response to a question by Mayor Montandon, Director Majewski advised a research specialist was recently hired to explore information required for new businesses.

Director Majewski stressed the importance of ensuring there were tracts of properly zoned land available that were large enough to possess the required infrastructure to attract a variety of basic and leading edge technology companies. He advised Economic Development Staff planned to explore the possibility of establishing a partnership with major developer/owners of large parcels of industrial land in the Northeast Corridor.

In the long term, Economic Development envisioned a research park developed by the City near the proposed University of Nevada, Las Vegas (UNLV) campus in an attempt to attract targeted companies that would enhance and expand the technology base. It was also planned to expand the business retention and expansion program created in 2002 by increasing monthly visits with a team of City staff, elected officials and Chamber of Commerce board members.

Included in the FY2006-07 budget was a line item for the creation of a City of North Las Vegas marketing video to be distributed to potential businesses.

Director Majewski advised the Southern Nevada Regional Planning Coalition was in the process of developing a regional development study wherein the various directors of economic development in the Las Vegas Valley would collectively examine the potential for attracting certain types of industry.

Director Majewski advised there were several projects being developed in close collaboration with other City departments, as well as private sector businesses and other government entities. Some of those projects included the University of Nevada, Las Vegas; the Veteran's Administration; Phases I and II of the identification and negotiation of the Bureau of Land Management (BLM) land sale; the BLM Conservation Area in coordination with the BLM, U.S. Fish and Wildlife, the Forestry Division and Clark County; the Cheyenne Technology Corridor; the proposed \$4 billion Ultimate Sports Project; and the expansion of the Foreign Investment Program.

Regarding redevelopment, Director Majewski stated the goal was to establish the "downtown area" as a community focal point with aesthetically pleasing plazas, neighborhoods, commercial areas, municipal facilities, amenities and features that promoted its unique identity. Two major goals of redevelopment were to remove blight and deterioration, along with the negative perception associated with it, and ensure that the successful private and public projects complemented each other and generated spin-off investment. Director Majewski identified several projects that would serve as examples of long-term revitalization in the downtown area.

One of the Redevelopment Agency's most important initiatives was the acquisition of the Lake Mead Island which would accommodate several office buildings. Agency staff also identified six alternative downtown sites for the new City Hall complex.

The Facade Program was created to assist existing businesses in aesthetically improving their properties by installing landscaping, decorative walls, etc. Staff also acquired approvals for the construction of five entry monuments at Nevada Department of Transportation median rights-of-way and were currently seeking the construction of the monuments at a cost within the range of the original estimated budget.

City Manager Rose stated the entry monument feature was a City-wide project which would begin in the mature area but would eventually expand throughout the entire City.

Director Majewski stressed the importance of the elimination of blight and deterioration before renewal through private sector investment could occur. He suggested the development of a Master Plan to create a "Destination Downtown" with four key components:

- Investment strategy to take advantage of the prosperity throughout the Valley
- Detailed retail analysis to identify locations which would have the highest probability of success
- Land use component that would accommodate a mixed-use, walkable downtown environment
- Marketing and brand identity campaign to brand downtown as a single entity

In closing, Director Majewski suggested Staff investigate the feasibility of creating a new redevelopment area situated along I-15 between Lamb Boulevard and I-215. It was suggested that the state's redevelopment law be changed to extend the Redevelopment Agency's sunset from 30 to 45 years, thereby making the termination date consistent with all redevelopment agencies in Nevada.

ACTION: PRESENTATION MADE

#### **PUBLIC FORUM**

There was no public participation.

#### **ADJOURNMENT**

ACTION: THE MEETING ADJOURNED AT 5:22 P.M.

MOTION: Mayor Montandon

SECOND: Mayor Pro Tempore Robinson

AYES: Mayor Montandon, Mayor Pro Tempore Robinson, Council Members Buck and Eliason

NAYS: None

ABSTAIN: None

**APPROVED: August 16, 2006**

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Mayor Michael L. Montandon

**ATTEST:**

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Karen L. Storms, CMC  
City Clerk