

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

February 4, 2004

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

CHAIRMAN ROBERT L. ELIASON

CALL TO ORDER 5:45 P.M., Council Chambers, 2200 Civic Center Drive,
North Las Vegas, Nevada

ROLL CALL **PRESENT**

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

EXCUSED

Shari Buck, Vice Chairman

STAFF PRESENT

City Manager Gregory Rose
Assistant City Manager Dan Tarwater
City Attorney Sean McGowan
Acting City Clerk Karen L. Storms
Community Development Director Jacque Hinchman

WELCOME Chairman Robert L. Eliason

VERIFICATION Karen L. Storms CMC, Acting City Clerk

AGENDA

**1. APPROVAL OF THE REGULAR REDEVELOPMENT AGENCY AGENDA OF
FEBRUARY 4, 2004.**

ACTION: APPROVED

MOTION: Board Member Montandon

SECOND: Board Member Robinson

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

NAYS: None

ABSTAIN: None

BUSINESS

2. APPROVAL OF THE REGULAR REDEVELOPMENT AGENCY MEETING MINUTES OF JANUARY 7, 2004.

ACTION: APPROVED

MOTION: Board Member Robinson

SECOND: Board Member Smith

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

NAYS: None

ABSTAIN: None

3. MONTHLY STATUS REPORT REGARDING THE PRELIMINARY SURVEY DATA COLLECTED DURING THE CREATION OF THE DOWNTOWN MARKET ANALYSIS.

Community Development Director Jacque Hinchman stated the downtown market analysis would assess supply and demand. The supply portion of the analysis addressed businesses, developers and public facilities and the demand side included the needs and wants of citizens. The downtown market analysis would establish a baseline criteria for a five year downtown redevelopment plan. Completion of the preliminary surveys was the first step of the plan.

The information collected would assist in developing strategies to attract new businesses and developers, contribute to an overall improvement of downtown, expand services and enhance safety. The analysis would assist with development of a downtown redevelopment vision and create a functional and effective plan for change.

An existing business survey had been completed. Three sets of survey questions had been created and directed toward residents, shoppers and businesses. The surveys explored the future needs and desires of the business community in the areas of development, usage of commercial mix businesses, financing and customer profiles. A citizen telephone survey had been completed. It had been taken from a population size of 400 persons with a 95% confidence factor. Downtown patron surveys had been conducted which involved face-to-face interviews with shoppers patronizing the downtown shopping areas. The data had been organized. Statistics obtained from the collected data would be included in the presentation. Interpretation of the statistical analysis would offer recommendations and final reports.

The residential surveys included 600 completed interviews according to Council wards with 150 interviews per ward. A percentage of 73.4 of downtown residents surveyed rated their quality of life and community as good or excellent, 73.3% reported redevelopment of downtown North Las Vegas an important or very important issue and 33.7% of residents stated they made a conscious effort to shop and dine in the downtown area.

Director Hinchman stated highlights of the shopper surveys included 426 interviews which began November 18 and continued until December 4, 2003 and utilized 12 different locations. The surveys had been created in English and Spanish. 68.8% of shoppers took the survey in English and 29.6% in Spanish. The survey resulted with an indication that 30% of individuals worked in the downtown area and 70% were visiting. A 65.8% portion of individuals surveyed indicated they made a conscious effort to shop downtown and 89.7% reported they felt downtown redevelopment was very important. The completed business survey included 493 participants and initial survey results indicated positive responses. The final results of the business surveys would be distributed at the March 3, 2004 Redevelopment Agency Board Meeting.

Director Hinchman concluded the presentation by adding the downtown market analysis would aid with the establishment of a baseline criteria for a five year redevelopment plan, attract new business and redevelopers to the area and improve existing conditions. Promotions describing the expansion of services would assist with the removal of negative safety perceptions associated with the downtown area of the City. The analysis would create change and identify the present and future needs and desires of the business community. She stated the surveys provided the opportunity for residents and business persons to express their needs and desires concerning the present and future of downtown North Las Vegas.

A definition of the preferred commercial mix property uses would be established and finance resources would be identified. The completed surveys explained who was shopping the downtown area and why. Positive aspects of the downtown commercial corridor would be highlighted and current areas which required change would be selected for future redevelopment. The process also contributed in the creation of a redevelopment vision statement. Community support would be generated and valley wide recognition for downtown North Las Vegas promoted.

PUBLIC FORUM

There were no participants.

ADJOURNMENT

ACTION: THE MEETING ADJOURNED AT 5:53 P.M.

MOTION: Board Member Robinson

SECOND: Board Member Smith

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

NAYS: None

ABSTAIN: None

APPROVED: April 7, 2004

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

ATTEST:

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