BOARD OF DIRECTORS SPECIAL MEETING
Gardnerville Town Hall
1407 Main Street, Gardnerville, Nevada
September 11, 2014, 2:00 PM

In Attendance: Dorette Caldana, President, Tara Addeo
Margaret Pross, Vice-President, Scott Bergan
Norie Jenkins, Treasurer, Ken Miller, Town Board Liaison
Suzanne Carreau, Secretary, Paula Lochridge, Program Manager
Stephanie Waggoner, Tom Dallaire, Town Manager

Absent: Kenneth Garber

Special Guests: AJ Frels, Carson Valley Visitors Authority-presenter; Linda Dibble, Flower Committee Chair; Jim Woods, Design Committee Member

1. Call to Order at 2:03 pm and Determination of a Quorum – Dorette Caldana, President
   Moment of silence in honor of those victims of 9/11.

2. For Possible Action: Discussion to approve, approve with modifications or deny the agenda for today’s meeting, with public comment before Board Action. The Main Street Gardnerville Board reserves the right to take items in a different order to accomplish business in the most efficient manner. Motion to approve with modifications by Ken Miller/Stephanie Waggoner. Unanimously approved.

3. Public Comment:
   Comments from the public on any issue within the purview of the Board are welcome. Please try to limit topics to those dealing with downtown issues and try to conclude your presentation within 3 minutes. If your topic needs to be longer, please consider contacting the Main Street Gardnerville staff and ask for the issue to be placed on a future agenda.

4. For Possible Action: Discussion to approve, approve with modifications or deny a request of Main Street Gardnerville to partner with the Carson Valley Visitors Authority on light pole banners within the district.
   a. Prior to the decision, input will be provided by AJ Frels, Carson Valley Visitors Authority; and a discussion will follow related to design, positioning, amount of time in place during the year, and cost division among the Town, MSG, and the Visitors Authority.

AJ Frels gave a brief review of what the CVVA has done the past few years and how it ties in with the proposed banner project. (Please refer to his presentation which has been added to the board packet.)
CVVA agrees strongly that we have to have uniform banners throughout the Carson Valley. It’s the same concept agreed to in the CV Vision… Item #2 and #3.

Posting events on banners increase the likelihood that a visitor may return for an event. Event if they don’t attend, the visitor realizes that things are happening here in the valley… in Gardnerville. (Please refer to his one sheet handout which has been added to the board packet.)

Dorette: I have questions and concerns from our last meeting. When looking at what’s going on in Genoa, my first question is will those banners be changed and more consistent with the design agreed upon already. AJ: Genoa is willing to do the same design. Dorette: more concerns regarding signage size… signage color… selection of events. AJ: they’ll be the same design not necessarily the same color. Color was approved previously by both the town and MSG.

Tom: the town has already approved the design and color. Tom is concerned about the loading on one pole if both a banner and baskets are on the same pole. None of the poles are concreted in. Example was mentioned of the slightly leaning pole by John Scotts. Having both a banner and flowers up at the same time on the same pole could be problematic. Initial plan was that the banners would go up in January and come down when flowers go up… so we thought too that if we were short on the baskets, we could do banners every 3rd pole.

Norie: Asked Tom if staff is paid to put up and take things down off of the poles. Tom: Yes, they are. The flower basket arm could possibly be used to help hang the basket. Tom started talking about the different types of hardware. Possibly could move the plants more to the side which means the banner could be on the other side.

AJ: you asked about the event banners and trying to read the information… there would be one event per banner. Would like a steering committee to work out the final designs. Minden could possibly put up 36 of which the CVVA would have 12 of them. Every 3rd banner would have an event banner.

AJ: We would like them up all year round but realize that it’s not feasible in Gardnerville.

Norie: I think it’s a wonderful idea… but until we address the signage clutter factor all throughout the town, it may not look inviting. I think it’s a great concept but we need to clean up the cluttered signs throughout town.

Suzanne: If banners need to be up all year, we could do less flowers.

Margaret: Perhaps bring this up to the county commissioners regarding the signs issue needing to be cleaned up in order to move forward with banners. It’s complaint driven enforcement. You want your advertising to be read, so I see what Norrie’s concern is. Other concern, safety issue… already struggling with making the district pedestrian friendly; I don’t want drivers to take their focus off the road. Could Minden use the same size banners as us on their cobra poles?
Dorette: Concern regarding item #2 on your handout. Can this be determined in conjunction with MSG and the town? AJ: we will work together to work it out.

Stephanie: You’re saying you want to put 10 event banners in the MSG district... We could give up 10 poles for flowers and use those flowers at the park. Signage clutter is causing the main concerns.

AJ: We want banners that promote visitors to the area… overnight stays or just simply a large enough event that brings people from all around to event.

Stephanie: What events do you think are worthy of making it on the event banners? AJ: Events such as Splash Dogs, Movies in the Park, Thirsty Third Thursdays, Concerts in the Park; Car Shows, Christmas Kickoff, Parade of Lights. Stephanie: Will there be criteria? AJ: Yes, the CVVA would have criteria and take the hit not the town.

Scott: How long is the term of the program? AJ: Indefinite with this type of investment.

AJ: as people drive through the generic banners are nice but not a call to action.

Tara: Addressing the signage clutter and the banners are two separate issues so they need to be addressed separately.

Linda: First personally, I’ve been involved with the flower program from the beginning and originally, the discussion of the banners were that they would go up when the flower baskets would come down. My personal opinion is it’s too much clutter to have them both on the same pole. We receive comments and compliments every year praising the basket program. I don’t want to jeopardize it. It’s brought attention to Gardnerville. The other is I want to make it known that the majority of the flower committee agrees and does not want to see them cluttered with the flowers.

Margaret: The effect of the advertisement would have more power and presence if it weren’t there all year round. But to the routine visitors they wouldn’t notice once they’ve been up for a long period of time. They would need to only go up when the flowers come down.

Dorette: We as a MSG program and a town are attached to our basket program. As a member of the MSG board, I would be in favor of the banner program as long as they’re not up with the flowers.

Dorette: Recommend this amendment: we are in favor of the banners as long as they are not up when the flowers are up.

Paula: Reminder that the MSG board and GTB have already approved the generic design and color.

Norie: Will the banners be two sided? AJ and Tom: yes.
Motion to approve with request to MSG to partner with the CVVA on banners within the district. Motion to approve with modifications by Dorette Caldana/Tara Addeo. Unanimously approved.

Adjournment at 2:58 pm. Motioned by Margaret Pross/Stephanie Waggoner.

Respectfully Submitted

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Dorette Caldana, President      Suzanne Carreau, Secretary

(Signed electronically)

Next meeting: September 16, 2014