

IN A SPECIAL JOINT MEETING OF THE WHITE PINE COUNTY COMMISSION AND THE ELY CITY COUNCIL ON AUGUST 22, 2018 AT THE BRISTLECONE CONVENTION CENTER IN ELY, NEVADA

The Following Were Present:

County Commission

Richard Howe, Chairman  
Carol McKenzie, Commissioner  
Gary Perea, Commissioner  
Steven Stork, Commissioner  
Nichole Baldwin, Clerk of the Board  
Susan Lujan, Deputy Clerk

The Following Was Absent:

Shane Bybee, Vice-Chairman

Ely City Council

Melody VanCamp, Mayor  
Bob Switzer, City Administrator  
Kurt Carson, Councilman  
Sam Hanson, Councilman  
Tony Felice, Councilman  
Ernie Flangas, Councilman  
Jolene Gardner, Councilwoman  
Chuck Odgers, City Attorney  
Jennifer Lee, Admin. Asst't.

Guests Present

Assemblyman John Ellison  
Matt Moore, GOED Deputy Director  
Patty Herzog, GOED

Others Present

Caroline McIntosh  
Wayne Cameron, Chamber of Commerce  
Elizabeth Frances, WPC Finance Director  
Catherine Bakaric, WPC Treasurer  
Burton Hilton WPC Assessor  
McKinzie Peterson, Deputy District Attorney  
Donna Bath  
Mel Miller  
Juliet Noyes, This & That  
Nathan Robertson  
George Chachas  
Luis Tristan, Cruise-In Auto  
Meg Rhoades  
Patricia Robertson  
B.J. Almberg  
Ray & Christine Sawyer  
Ben & Nicole Bolton, Ely Tree Board  
Brandi Roberts, GBHA  
J. Kyle Horvath, Tour & Rec.  
Kay McMurray, Ely Times  
Maureen Otzelberger  
Bill Holett  
Travis Godon  
Marietta Henry

Chairman Richard Howe welcomed everyone in attendance and opened up the County Commission portion of the agenda. The roll call was called for the Commissioners; it was noted Commissioner Shane Bybee was not present for this meeting.

Ely Mayor Melody VanCamp called the meeting to order and called the roll for the City Council; it was noted that Mr. \_\_\_\_\_ McArthur was absent. Following the roll, Mayor VanCamp led the Pledge of Allegiance.

PUBLIC COMMENT

Ms. Caroline McIntosh welcomed our GOED guests, Mr. Matt Moore and Ms. Patty Herzog, who made a special trip here to give their presentation on Main Street America. She thanked the City and the County for combining their efforts in order to hear this tonight.

Mr. George Chachas asked if everyone could please talk into the microphones when they speak this evening. He added that it would be a good move to reform the Regional Transportation Commission, and asked that the members consist of people who are not in violation of City codes. He also wanted a Building Inspector who would not be selectively enforcing the law and double-dipping.

## DISCUSSION/UPDATE FROM THE GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

Mayor VanCamp opened this agenda item and turned the discussion over to Mr. Matt Moore. Mr. Moore thanked the City and County for inviting them to discuss the Main Street Program. He advised he's the Deputy Director of Economic and Community Development. He introduced Ms. Patty Herzog, the new Rural Director for GOED, and this is her second day on the job; he noted that she's had a lot of experience with rural Nevada communities. At this point Director Moore began the video presentation. He reviewed some history of the Main Street America Program and noted that over 2,000 communities across the country have joined the program; it's become a nationwide movement. He showed some slides to "prime the discussion," such as the 4-point approach. The four point focus is on Design (physical appearance), Organization (bringing the community together to lead, invest, and partner), Promotion (to promote a positive image and market the assets), and Economic Vitality (which strengthens and grows the local economic base). Director Moore addressed each of the components, beginning with the Design. The NDOT downtown project was the focus here in Ely; it makes people slow down to really look at the downtown area and what it offers. The State Historic Preservation Organization (SHPO) may be utilized to revitalize the downtown area, but it was advised that the buildings must have some historic significance in order to qualify for SHPO. He noted there is a 20% tax credit given for buildings that are revitalized by that method; he noted there are also other criteria that need to be fulfilled. Next is the Organization component. He felt that neither a 501 C3 or a Chamber of Commerce would fly here; there needs to be people with a vested interest in downtown. Businesses could be encouraged to incorporate special holidays and events into the downtown area, giving it flavor and interest. The component of Promotion would continue those themes, to create a positive image of the district and bring people in to eat, shop, and stay awhile. He noted that market-based strategies also have a niche here, tying it into what Main Street Programs do; many ideas come out of barnstorming sessions, he noted. He cited such images as what Lovelock has done, using as a theme "the heart of Nevada," from their name. The first thing we need to do, though, is to keep our businesses intact, which is where the 4<sup>th</sup> point—Economic Vitality—comes in. The second thing is to set the downtown community up for attracting outside businesses. Director Moore cited a website for more information, [www.mainstreet.org](http://www.mainstreet.org). He advised there are 3 levels of the Main Street America Program: Exploring, Affiliate, and Accredited. Once we reach the Accredited level, he noted we would have access to the Main Street National Program. He added that generally those levels are determined monetarily, which he explained briefly to the Board.

Ms. Caroline McIntosh thanked Director Moore and asked where he would suggest we start here in Ely; his response was the base level (Exploring) or the Affiliate. With what NDOT is about to start doing, though, he would like to see us begin at the intermediate (Affiliate) level; he noted that "much of the hard lifting" of the tasks would be done for us at that level.

Mr. Ernie Flangas asked if there would be any access to attorneys or engineers, with building structure knowledge and who can help to design things. He also asked about possible financing from multiple institutions, and from the State. Director Moore advised that during the next Legislative session they will be looking at funding for this; he noted the program is only funded for a 2-year period. The State only put \$150,000 into it, and noted they don't have a full-time State Director; that position is shared with the Rural Director. He continued that if we come up with a problem, he can help us find people to fix it. Also, some projects could be eligible for CDBG funds; Rural Director Patty Herzog would be the person to contact regarding those. Mr. Flangas advised he's familiar with Main Street USA and cited some examples; however, that's a different program, it's not governmental and totally private. He added that if we want this to be successful, we should be able to tap into some of those foundations. Director Moore agreed; he can reach out to certain foundations who would be able to assist us.

Commissioner Steve Stork asked about a Director, and cited that NNRDA is advertising for a part-time position in Ely; perhaps some funding for that position could be considered. Director Moore advised that would be between us and the NNRDA; the NNRDA's throughout the State are generally population-based. It's all funded from us, he added, but after the funds are disseminated the economic development grants would need to suffice. Director Moore did caution against volunteers, however, and noted that the Director should be a paid position. Chairman Richard Howe asked if the program was in conflict with NNRDA; the amount of money for

a population of 10,000 is \$25,000, per the levels, and yet he could visualize that amount inching upward. Director Moore cited the handout materials to help answer that concern. He explained that once the public funding has begun, private investors would help take up the slack. Our question should be, what do we think we could start with; once that's determined, then we could work with agencies to help offset the salary. Commissioner Stork asked if now might be the right time to get things moving, especially with NDOT's financing coming down to us. Director Moore agreed; we should join the program, take the 2 years and work towards our goals. Perhaps we could start changing the face of downtown Ely at the same time; we would have access to the consultants plus 2 years to work with. Such details as, "When the roads and sidewalks are done, who would water the plants?" could be assisted with as well, brainstorming for ideas, and finding the out-of-State investors. We need to be people on the ground here so that when the project is done, we will have businesses coming into place. He added that we should be making it easy for people to stop here, and giving people something to stop for. In reply to a query regarding the Centennial Fine Arts Building downtown, Director Moore felt that reaching out for places to people to shop instead would be a good place to start.

Ms. McIntosh thanked the Commission because the County Plaza idea ranked #1 with SNPLMA. She gave kudos to WPC Treasurer Catherine Bakaric for working on that project. We have the Public Plaza Park, we're doing things with signage, and we're also looking to have the City enact some Ordinances. However, she continued, we're all volunteers, that's where we're short. She explained that while we have great representation, we need to have someone dedicated to this job; her interest is in locating the funding for someone to do that job. She added that it needs to be supported by both the City/County in order to make it work.

Mr. Nathan Robertson has seen this presentation a couple of times; we do have obstacles, problems, legal issues, etc., but he noted this program does have solutions. They've seen these things before, and they have a good track record. He felt we need to get on board with this, and this program really works—not just for tourists, but also for the people who live here.

Ms. Donna Bath commented as a private citizen; she's 100% in favor of joining with GOED on this. She worked with Ms. Karen Rajala, former EDC Coordinator, and has seen many studies be accomplished towards this end. She emphasized that now is the time we need to band together and take action, rather than studies, as she felt we're past that point. She continued that she's happy Ms. Herzog is our rural person, and commended her. She concluded by noting how important it is to invest in our community, and she felt we should turn the investments towards such a program with the expertise to help us.

Director Moore noted that a nationwide search for a Director with experience would cost more; however, the salary will be high due to many Executive Directors being paid to do a full-time job, fulfilling their passion to help the community. Councilman Sam Hanson asked what we would need to do to get this going; Director Moore advised there's no minimum amount, just put in what you can. However, you would have to reach the level of \$25,000 by the end of the 2-year period. He could check to see if some public funds could be used for this; also, in-kind support could be utilized as part of that amount. However, the initial beginning would have to have some capital to start, more or less "seed money."

A member of the assemblage asked what would happen if a new Governor is elected; Director Moore acknowledged that it could go away. However, he advised that his mission is to take the funds, push the project and then request more, showing that the communities that started this, along with his solicitations, etc., and then "bait the hook" in February. If it fails and they don't do it again, he will seek grant funds; otherwise the funding would go back to the State. He is optimistic in that there will be another BDR to add 2 more years onto the program; he's fairly confident he could build a case for the next Legislative session, given the success so far of the program. He cited 3 cities are on board now, with 2 more strong possibilities; he added that they really needed Ely to join with them on this. Another member of the assemblage pointed out that even if the worst case scenario occurred at the State level, nothing we would be doing would be in vain; we'd still be working towards those goals.

Mr. Burton Hilton applauded everyone working on this, and noted that in our community a few people end up doing a lot. He noted that the Commission is spending millions on a new Jail/Courthouse facility which is pulling some out of our downtown area, but he still commends them for doing it. He asked that, in comparison, is \$25,000 so much of a stumbling block? It's a question of priorities. He continued that he's tired of seeing us, as a community, debate minimal costs against a bigger picture. We have so many opportunities

coming before us now, he added, especially with NDOT coming here. He added that our question should be, "How can we do this," rather than stating "why we can't."

Mr. Timothy Bunch advised that you have to look past the current house to have a vision of what that house could be; he cited that parking lots, for example, could be paid. There are lights on downtown in some businesses, but no one is there. While Ely is a unique destination, what are we offering to such diverse groups as motorcyclists, for example? He did note some recent events taking place here in the community and surrounding area, but travelers don't know all those things about Ely.

Mr. Wayne Cameron, White Pine Chamber of Commerce, hopes that both the City and the County think hard about this funding; he agrees the downtown area needs some work, and feels the Main Street Program could help us. Ms. Marietta Henry agreed, and she also hoped our entities come together in this. Ms. Christina Sawyer stated, "Just stop asking how and get it done!" Mr. Travis Godon advised not too many Ordinance signs please, but we do need an action plan in place. Maintenance is also part of this, and it all needs to be kept up. He cautioned that we don't make this "bigger than we can handle."

A gentleman in the assemblage advised he had attended Mr. Roger Brooks' presentation; he felt it was very worthwhile, as it consisted of impressions of Ely people wondering what people really think when they travel through here. With Mr. Brooks' suggestions, he felt we could make many improvements at minimal cost. He also noted that Ms. McIntosh shouldn't be spread so thin that she couldn't do the job properly, and we need someone in place "to head that ship" and give her some relief. He felt today's impression was very good, he's very much in support of it; we just need to find the funding to have someone come here and put it all together.

Mr. Jason Bath agreed completely, that this is in no way a volunteer's position. In order to have a successful project we need someone who can coordinate and conduct people in order to show positive results for this community. He noted that he chose Ely as a place to live and he has a lot of pride in it, we he emphasized we need to do something now. Mr. Bath challenged people to walk—not drive—down the main street in Ely, and take a good, hard, look; "you can miss it at 25 mph." As residents, we don't see the things people see when they come here for the first time. Even little things could make this so much better; he felt it goes back to community pride, and "we need to get that pride back into our community." He concluded by noting that we need people with some vision and direction and who can show us how to do this stuff.

Mr. Ernie Flangas recalled a friend who had come to Ely to visit during the weekend of the Horse Races some years ago. His friend had told him how lucky he was to live here, but his comment was: "Why do you have such a dirty little town in the middle of this beautiful place?" The first thing you see from any approach to town is a junkyard, it's not very appealing. He felt cleaning up the town first would be the first place to start.

Ely Mayor Melody VanCamp has been on the Steering Committee for this for 10 months; she noted that NDOT will be giving us a great gift, one that's going to be a great starting place. However, she noted she's been pushing this program, and we need to move forward.

Ms. Caroline McIntosh cited an example, the Boys and Girls Club, which is now thriving. During one meeting, the School District made it go forward, offering to house the program! And so it has grown; many people have generously donated to the program, and she felt since we're doing it for our kids, we can also do it for our Main Street.

Ms. Donna Bath had a question: Over the 2 years, if we went for the \$25,000 commitment, what would be needed to run the program besides the \$25,000? Director Moore clarified that the \$25,000 is per year, so we would need \$50,000 for the 2-year period. He would start a straight line ramp up to get to that monetary goal over a 2-year period, such as \$10,000 the first year and \$15,000 the second year, for example. You would also see the progress of having someone in that position full-time, during those 2 years. He continued that the Main Street Program would still be the coordinating agency to help us with our consultant needs during that period. He emphasized that we could still be part of the Main Street Program with whatever we could contribute; many communities aren't fully accredited, he added, and cited the map indicating the many who aren't but which are still going forward with the program.

Following further discussion, Director Moore will pull some sample budgets for the entities to review. Commissioner Gary Perea advised he's fully in favor of this, and that "sometimes we make things more complicated than they need to be." He felt we should move forward. Commissioner Steve Stork echoed those



comments, and asked what our next step would be, say to go under a 501-C3? Director Moore encouraged us to submit an application for an amount we feel would be best, and he offered help if needed with that.

City Attorney Chuck Odgers offered to help with that, if both the City/County agreed, along with the assistance of our District Attorney's office as well. He noted that he already has the forms on his computer. While he can't give legal advice, perhaps it would be appropriate to have another future joint meeting, or to place it on our individual agendas, to maybe do a cooperative agreement on this as well. We need to look at the 2-year timeframe to get this up and going. Attorney Odgers felt we would need from \$75,000-\$90,000 annual salary for a full-time person to do this. He also suggested working with the Tourism & Recreation Board with respect to their Aid to Organizations.

Mr. J. Kyle Horvath, the new Tourism & Recreation Board Director, spoke to how he has seen the Tourism staff help with this program. He felt their board would be committed to supporting a full-time person by in-kind services, etc., and he will discuss this with the board regarding the salary. He noted that a program like this would help us prioritize our steps. He added that if we want to honor our history, we need to take this step. The only alternative is continued decay; this has to happen.

Chairman Richard Howe thanked everyone for coming, and that this has been a very informative meeting. It's been very positive, but he noted that we do have a long ways to go.

#### DISCUSSION/ACTION/APPROVAL TO FORM A REGIONAL PLANNING COMMISSION

Chairman Richard Howe opened this item on the agenda and began by noting for the assemblage that we jointly share the Building & Planning Dept. with the City. We've made great strides forward, but this town is starting to grow and it's time that the City/County form one Regional Planning Commission. He continued that he had met with Ely Mayor Melody VanCamp and City Administrator Bob Switzer on this, and that in his opinion now is the right time to do this. He felt 3 each of County and City residents should form the RPC, and they would screen through many of the things going on during the next 2 years, such as construction and many projects. He felt it's time to get together and form an RPC to get people on this board who are really dedicated to set this all in motion. He recalled that there had been an RPC before, but it had been dissolved. Since then, he noted, we've made major cooperative strides between the entities and it's time. Today's agenda item would be the first step to form this board.

City Attorney Chuck Odgers asked if this would be an advisory board, or a decision-making body, for which appeals may be made to the respective entities? Chairman Howe felt it would just be an advisory board at this point, just to get everyone to agree to get the ball rolling; "let's see if there's cooperation first."

Commissioner Steve Stork was unsure if the RPC should be an advisory or a full-fledged voting board, but he's open to suggestions. Commissioner Carol McKenzie spent lots of time on the RPC over the years, and she's in favor of moving forward and creating a new one. She added that we need to make sure it would be in full compliance with the NRS; she also would like it to be more than just an advisory board, so that the City or the County could be the appeals board for that operation. Commissioner Gary Perea agreed with this, and noted that having an RPC means we can better serve the public.

The City representatives also discussed this: Councilman Kurt Carson felt this is a great idea, and he's also in full support of a voting board. Councilman Ernie Flangas noted that he'd served on the RPC in prior years, and he also likes the idea. He would like to see the RPC be able to make decisions, and have the City/County be the appeals board if someone isn't happy with their decisions. At this point he felt being in agreement would be a good first step, and the details would follow. Councilman Sam Hanson was also in favor of this, and that it's a great idea, but we also need to get past the NRS requirements. Councilman Tony Felice agreed.

Attorney Odgers noted that this needs to be done by a cooperative agreement, with from 6-12 people on that board. He felt 6 members would be a proper number, so one side wouldn't have the advantage over the other. He illustrated that each side could carve out their own functions, which would be natural since the City and County Ordinances aren't identical. Building Inspector Brad Christiansen is also in support of this; however, our Ordinances would need to be the identical, we would need to have the same set of rules to apply to any situation, whether maps, double-wide trailers, etc. These would need to occur simultaneously along with the development, he advised. He added that the Master Plan must be in place, and must pertain to the entire County.

Chairman Richard Howe felt the Commission could approve if they want to do this, and then the City could do it. Then we need to direct our respective legal counselors to work on an interlocal agreement to bring back to the boards, as a next step. It was noted that the City does have a Planning Commission. So Chairman Howe entertained a motion to move forward. Commissioner Gary Perea made a motion to move forward to form a Regional Planning Commission pending the legal aspects with our District Attorney meeting with the City's Attorney. Commissioner Carol McKenzie seconded. Motion carried unanimously.

Ely Mayor Melody VanCamp entertained a motion to move forward. Councilman Sam Hanson made a motion to direct the City Attorney to meet with the County Attorney and return accordingly to form the Regional Planning Commission. Councilman Kurt Carson seconded. Motion carried unanimously.

**PUBLIC COMMENT**

Mr. Nathan Robertson advised that as someone heavily involved with planning in the City and County, he strongly endorses this! We need to look at the processes people have to go through to get projects approved. He noted there's no set process and "it's a nightmare." We need to do some serious planning and updating our zoning, etc.

Mr. Burton Hilton echoed Mr. Robertson's comments, and thanked both entities for moving forward.

Mr. Bill Sanford advised that it's about time; we should do this once a month and work together. He commended both entities on doing a good job today.

Mr. George Chachas advised that the City Code violation wasn't addressed, and they need to comply. They're spending time beautifying the City, and we have a problem like this. He would support an RPC as an advisory board, but to give them full authority? "Absolutely not." Per NRS 266, he felt the Mayor should be put on notice. There are rules and regulations applying to junkyards, yet nothing has been done. He stated that the Mayor needs a Cleanup Committee, and he wanted people to do more than lip service on cleaning it up.

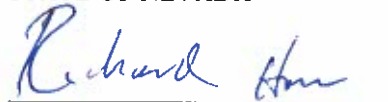
**ADJOURNMENT**

At 8:27 p.m., Chairman Richard Howe entertained a motion to adjourn and turn the meeting over to the City. Commissioner Carol McKenzie made a motion to adjourn; Commissioner Steve Stork seconded. Motion carried unanimously.

At 8:27 p.m., Ely Mayor Melody VanCamp entertained a motion to adjourn the meeting. Councilman Sam Hanson made the motion; Councilwoman Jolene Gardner seconded. Motion carried unanimously.

BOARD OF COUNTY COMMISSIONERS  
WHITE PINE COUNTY  
STATE OF NEVADA

BY:



CHAIRMAN

ATTEST:



WPC CLERK OF THE BOARD