



MAYOR
Geno Martini

CITY COUNCIL
Julia Ratti, Ward I
Ed Lawson, Ward II
Ron Smith, Ward III
Mike Carrigan, Ward IV
Ron Schmitt, Ward V

CITY ATTORNEY
Chet Adams

REGULAR CITY COUNCIL MEETING
2:00 P.M., Monday, March 25, 2013
City Council Chambers, Legislative Building, 745 Fourth Street, Sparks, Nevada

1. Call to Order (Time: 2:00 p.m.)

The regular meeting of the Sparks City Council was called to order by Mayor Geno Martini at 2:00 p.m.

2. Roll Call (Time: 2:00 p.m.)

Mayor Geno Martini, Council Members Ed Lawson, Ron Smith, Mike Carrigan, City Manager Shaun Carey, City Attorney Chet Adams and City Clerk Teresa Gardner, PRESENT.

ABSENT: Council Members Ratti, Schmitt

Staff Present: Andy Koski, Steve Keefer, Kathy Clewett, Steve Driscoll, Rich Brown, Neil Krutz, Armando Ornelas, Jim Rundle, Tracy Domingues.

Invocation Speaker (Time: 2:01 p.m.)

The invocation was provided by Pastor Steve Bond, Summit Christian Church

Pledge of Allegiance (Time: 2:03 p.m.)

The Pledge of Allegiance was led by City Manager Shaun Carey.

Comments from the Public (Time: 2:03 p.m.)

Mr. Gene Gardella spoke on gun violence.

Approval of the Agenda (Time: 2:06 p.m.)

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

A motion was made by Council Member Smith, seconded by Council Member Carrigan, to approve the agenda as submitted. Council Members Lawson, Smith, Carrigan, YES. Council Members Ratti, Schmitt, ABSENT. Passed unanimously with those present.

3. Recommendation to Approve Minutes of March 11, 2013 (Time: 2:02 p.m.)

3.1 Consideration and possible approval of the minutes of the regular Sparks City Council meeting of March 11, 2013. (FOR POSSIBLE ACTION)

A motion was made by Council Member Lawson seconded by Council Member Smith, to approve the minutes as submitted. Council Members Lawson, Smith, Carrigan, YES. Council Members Ratti, Schmitt, ABSENT. Passed unanimously with those present.

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

(Time: 2:07 p.m.)

4.1 Proclamation "Fair Housing Month"

Mayor Geno Martini proclaimed April 2013 as Fair Housing Month supporting the efforts of Silver State Fair Housing Council and all other agencies pursuing fair housing and presented the Proclamation to Silver State Fair Housing Council Director Mr. Robert Ortiz.

4.2 Presentation by Creative Krates, as part of the new business monthly information presentations coordinated by C4Cube Executive Director Lynne Keller.

Council Member Lawson introduced Creative Krates' COO Matt Carter who presented the following:

Creative Krate - Time with your kids is all about quality!

What we do

Once a month, CreativeKrate delivers high quality projects designed to bring families together and help parents create long-lasting, meaningful relationships with their children. Additionally, we supply detailed parenting education to help mothers and fathers gain a thorough understanding of who their children are and how they learn as individuals.

What people are saying

"I'll spend \$50 dollars, most weekends, to go to a store and paint a pot with my child. But, they teach me nothing about my child. CreativeKrate does that and sends it right to my door. That is amazing!"

"I loved the whole CreativeKrate package. It made it extremely simple to focus on enjoying the time with my kids instead of making sure everything is setup. It's unique and fun. In fact Brennan still sleeps with his CK monkey."

How we got here - Startup Weekend, Elko, powered by the Kauffman Foundation

Why our product

- o Families are limited on time and stressed
- o Parents know how important time with their kids is and they feel guilty
- o Current Options:
 - o Facility based
 - o DIY
 - o Our competitors
- o Our advantage
 - o Brought to your door
 - o WOW Projects
 - o Education for Parents
 - o Learn about your child

What is our market strategy

Our audience

- o Strongly targeted primary audience (1.88mil)
 - o Parents with children 3-11
 - o At least one stay at home parent
 - o 70k+ household income
- o Untapped secondary market
 - o Grandparents

Getting to them

- o Primary Market
 - o Relationships with established bloggers
 - o Information Marketing

- o Secondary
 - o Targeted Publications
 - o Established Organizations

What's our current outreach potential

AMomsTake.com - "We would love to do a feature on fun activities to keep kids entertained this Spring and feature your CreativeKrate subscription service. Your service is a perfect with my mom-targeted audience"

SusansDisneyFamily.com - "I love the idea of the CreativeKrate, what fun"

Why you care

AMomsTake.com

- o Monthly Visitors: 55k
- o Monthly Feeds: 2.2k
- o Facebook Fans: 11k
- o Twitter Followers: 6k
- o **Combined Reach: 75k**

SusansDisneyFamily.com

- o Monthly Visitors: 20k
- o Monthly Feeds: 3.8k
- o Facebook Fans: 11k
- o Twitter Followers: 25k
- o **Combined Reach: 60k**

Brings National Recognition and Coverage to Nevada

How we support Northern Nevada

- o Started Here Staying Here
- o New Job Creation
 - o Warehouse (3)
 - o IT (2)
 - o Creative/Admin (2)

Joel Bower, CEO of CreativeKrate, provided additional information regarding subscription service, additional purchase options outside the subscription service and information on how to contact CreativeKrate through their website CreativeKrate.com.

5. Consent Items (Time: 2:28 p.m.)

5.1 Report of Claims and Bills approved for payment and appropriation transfers for the period February 21, 2013 through March 6, 2013. (FOR POSSIBLE ACTION)

An agenda item from Finance Manager Jeff Cronk recommending the City Council approve the report of claims and bills as presented in the staff report.

A motion was made by Council Member Smith, seconded by Council Member Lawson, to approve consent item 5.1 as submitted. Council Members Lawson, Smith, Carrigan, YES. Council Members Ratti, Schmitt, ABSENT. Passed unanimously with those present.

6. General Business

6.1 Consideration and possible approval of the Mayor's recommendation of appointment to the Western Regional Water Commission. (FOR POSSIBLE ACTION) (Time: 2:29 p.m.)

An agenda item from City Manager Shaun Carey recommending Council confirm the Mayor's recommendation of the appointment of Councilman Mike Carrigan to the Western Regional Water Commission. The current appointment will expire April 1, 2013. Councilman Mike Carrigan is the incumbent and is willing to serve another two year term.

Council Member Ed Lawson noted Council Member Mike Carrigan will term out in 2014 and asked if a new appointment would be made at that time, or in two years from now. Mr. Carey said Mr. Carrigan's appointment would end at the end of his term and a new appointment could be made at that time.

A motion was made by Council Member Lawson, seconded by Council Member Smith, to confirm the appointment of Councilman Mike Carrigan to the Western Regional Water Commission. Council Members Lawson, Smith, Carrigan, YES. Council Members Ratti, Schmitt, ABSENT. Passed unanimously with those present.

6.2 Review, consideration and possible approval of an extension of the Exclusive Negotiating Agreement between the City of Sparks, the Redevelopment Agency of the City of Sparks and AED Investments, LLC for the redevelopment of a 10.2 acre parcel owned by the Redevelopment Agency located on Marina Gateway Drive between East Prater Way and Lincoln Way and having Assessor's Parcel Number 037-020-50. (FOR POSSIBLE ACTION) (Time: 2:30 p.m.)

An agenda item from City Planner Armando Ornelas recommending the City Council approve the proposed extension of the Exclusive Negotiating Agreement. On September 24, 2012, the City Council and Redevelopment Agency Board approved a six month Exclusive Negotiating Agreement (ENA) with AED Investments, LLC. The ENA granted AED an exclusive opportunity to prepare a proposal to redevelop the a 10.2 acre parcel owned by the Redevelopment Agency located on Marina Gateway Drive for facilities which provide specialized services to the elderly and other complementary uses and, if the proposal is approved by the Agency, to acquire and redevelop the Property. This agenda item asks the City Council and Agency Board to consider and approve a six month extension of the ENA. There is no impact to the general fund.

Mr. Ornelas said AED Investments has agreed to complete their feasibility and market analysis of the project by May 10, 2013, which should provide the time necessary for the developer to determine support for the project and whether to proceed. The project will end on May 10, 2013 if AED's analyses indicates it would not be feasible to proceed with the project.

Council Member Ed Lawson asked if Mr. Ornelas was confident the 6-month extension was adequate. Mr. Ornelas said it was sufficient time.

Council Member Mike Carrigan asked Mr. Ornelas if anyone else has shown interest in the land. Mr. Ornelas said he has received a couple inquiries on the multi-family side, but nothing recently.

A motion was made by Council Member Lawson, seconded by Council Member Smith, to approve a six month extension of the ENA. Council Members Lawson, Smith, Carrigan, YES. Council Members Ratti, Schmitt, ABSENT. Passed unanimously with those present.

7. Public Hearing and Action Items Unrelated to Planning and Zoning

7.1 Second Reading of Bill No. 2655 amending Chapter 1 of the Sparks Municipal Code; to update the Nevada Revised statute from NRS 266.160 to the current applicable statute, NRS 268.014; and to update the publishing company for the Sparks Municipal Code from Book Publishing Company, Seattle Washington to Municipal Code Corporation, Tallahassee, Florida; providing other matters properly related thereto. (FOR POSSIBLE ACTION) (Time: 2:33 p.m.)

An agenda item from City Attorney Chester Adams recommending approval of Bill No. 2655. Section 1.01.010 of the Sparks Municipal Code relating to the Adoption of the Code has not been amended since 1974 and in that time the NRS concerning Codification of Ordinances and publications of codes has been repealed and moved to a different section of the NRS. The Code publishing company that the City of Sparks used has also changed. This ordinance is simply meant to update the Sparks Municipal Code. There is no impact to the general fund.

There were no comments from the public on this action.

A motion was made by Council Member Smith, seconded by Council Member Lawson, to approve and adopt Bill No. 2655, an ordinance amending SMC 1.01.010. Council Members Lawson, Smith, Carrigan, YES. Council Members Ratti, Schmitt, ABSENT. Passed unanimously with those present.

8. Planning and Zoning Public Hearings and Action Items

8.1 Public Hearing, 2nd Reading, discussion and possible action CA-6-12 of Bill#2651 an ordinance amending Title 20 of the Sparks Municipal Code to modify the expiration provisions for Special Use Permits (Chapter 20.13) and Site Plan Review (Chapter 20.31) and other matters properly relating thereto. (CONTINUED FROM THE 2/11/13 CITY COUNCIL AGENDA) (FOR POSSIBLE ACTION) (Time: 2:34 p.m.)

An agenda item from Senior Planner Jim Rundle recommending approval of CA-6-12 of Bill No. 2651. At a City Council meeting in 2012, the City Council directed that staff look at amendments to the development codes to remove barriers to development and job creation. This proposal would change the expiration date related to the approval of a use established by a Special Use Permit or Site Plan Review from one year to two years. There is no impact to the general fund.

This item was continued from the February City Council meeting to provide staff the opportunity to determine whether or not this item could be retroactive. After consulting with the City Attorney's office, staff believes this ordinance will not only apply to new Special Use Permits and Site Plan Reviews, but any approved Special Use Permits which have not yet expired.

Council Member Mike Smith asked for clarification of his understanding of the proposed expiration dates. Mr. Rundle confirmed the expiration dates and pointed to the document provided to Council which lists the ten special use permits which would be affected.

City Attorney Chet Adams asked Mr. Rundle if there was a specific retroactive date which could be applied to all ten entities. Mr. Rundle inspected the ordinance and read from Section 2, which indicated a finite date for retroactive expirations. Mr. Adams said he was okay with the terminology.

There were no comments from the public on this action.

A motion was made by Council Member Lawson, seconded by Council Member Smith, to adopt Bill No. 2651 amending Title 20 of the Sparks Municipal Code modifying the expiration provisions for Special Use Permits (Chapter 20.13) and Site Plan Review (Chapter 20.31) and other matters properly relating thereto. Council Members Lawson, Smith, Carrigan, YES. Council Members Ratti, Schmitt, ABSENT. Passed unanimously with those present.

9. Closed Door Sessions – None

10. Comments

10.1 Comments from City Council and City Manager – None

10.2 Comments from the Public - None

11. Adjournment (Time: 2:43p.m.)

Council was adjourned at 2:43 p.m.

GENO R. MARTINI, Mayor

ATTEST:

Teresa Gardner, City Clerk

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