

# **Greenhouse / Flower Basket Action Group**

## **Minutes Nov. 6, 2009**

Meeting Time 12:00 PM to 1:00 PM

In Attendance: Jenny Scanland NDSP, Cameron McCoy, Janette Bloom, JoAnne Skelly (Cooperative Extension), Bonnie Parnell (Legislature), Carl Keller, Mark Lopiccolo, Joe McCarthy, Karen Abowd

### 1. Flower Baskets:

- a. Karen announced that the Flower Power basket campaign kicked off on Nevada Day and that sponsorship forms are available online at [downtownanswers.com](http://downtownanswers.com) or on [carsoncityculturalcommission.org](http://carsoncityculturalcommission.org). She said the deadline for the campaign was Dec 31 2009. 91 baskets required sponsorship because \$20,000 was needed for watering salaries and nurturing flower baskets in a heated greenhouse by Nevada's Own Perennials from Feb to the first week in June. Karen suggested that in-memoriam baskets for the holidays would be a nice gift. Cost of the basket sponsorships would be \$225 for 1 basket and \$400 for 2 baskets, a savings from last year. Karen passed around the sheet of who had already been contacted from last year by mail or email and requested all action group members to participate in the campaign. Karen advised that Tom Clark was doing a press release about the campaign in Reno News and Review and Face book. He planned a progressive rollout of this campaign tied to the plans for TGP through the end of December emphasizing community reaching out to community. Karen mentioned that checks would be made out to CC Downtown Consortium as per last year. Janette agreed that that was a good idea for accounting purposes. Karen also mentioned that watering cart sponsorship would be offered to the Nugget since they paid for last years plant watering persons. Karen also stated that the NDOT permit for next year had been submitted to Sandra More of NDOT. There were no more questions or comments on the flower basket program.

### 2. Greenhouse issues:

- a. Karen gave a recap of the Major Plan Review at the planning dept regarding the Anderson Ranch location on 10/20/09. The most significant outcome of the review was that the planning dept wanted the greenhouse structure moved from the West location behind the Mountain St Trailhead to the North side adjacent to the trailhead along Mountain St. Karen read 2 emails received from Mark Palmer the engineer on the project for the Colard's and an email from Kim Colard as well. Both expressed concern on how this would effect densities etc. An official report from the planning dept would be issued in which all concerns would be stated. Karen stated she had a conversation with George Szabo, the architect for

the Colard Family doing the land planning for their estate and the greenhouse. Karen asked George his honest feelings about where the City wanted to move the greenhouse structure. George said it would obstruct the view corridor and aesthetically was not appropriate in that location and that he felt it would end up near the Anderson Ranch living complex. Karen mentioned her concern about not being able to hook up to City water in that location. Karen asked George how long the SPA process would take and George was not optimistic that it would be accomplished by Fall 2010. Karen expressed her concern that this could further delay TGP 1 more year and the members of the action group were in agreement.

- b. Karen then discussed the meeting at Carson High School on 10/22/09 at which Richard Stokes, Mike Mitchell, Pat Houlihan and herself were present. At that meeting the school superintendent, Richard Stokes, asked what it would take for the greenhouse to be located at Carson High School. Karen told the group that the school district would have to lease the land to TGP and that the school would not own the greenhouse. The reason was that after investigating other programs where the school had ownership of the structure, when school funding was cut their greenhouse education was cut with no recourse, Gerlach being a current example of this. Richard, Pat and Mike agreed with that issue and said they would look into if the school district could lease to a private nonprofit. Karen reported that she received a call from Richard Stokes saying that their legal team felt a lease was possible at fair market value. Joe McCarthy stated that that would not be financially feasible for us and that leases for non profits could be devised in 2 different strategies:
  - i. convince the policymakers at the school board level to supersede the full market value idea because we are essentially partnering with the CHS Culinary Dept and Voc-Tech Dept providing educational and cultural benefit to the school and the community. This gives them the opportunity for curriculum development in alternative energy, horticulture, and agriculture. The CSA component would provide grant opportunities for students to earn a wage( via Nevada Works Grants) while running the CSA program that would sustain TGP teaching entrepreneurial, business and great life skills. Mentoring programs could be coordinated with WNC's ag program. Joe stated that we propose to indemnify the school district from all responsibility in exchange for a 99 yr lease @ \$1/yr. The BAC and Children's Museum are examples of a non profit with this type of lease. An important point made by JoAnne Skelly was that grantors and donors don't contribute to causes where the rent is fair market value.
  - ii. Joe then suggested as a second approach that we decide what TGP can conservatively afford and negotiate a discounted lease that perhaps one of our benefactors could cover on a yearly basis.
  - iii. Joe felt that plan a was the better all around for the type of community outreach TGP program provides. Carl Keller felt that

the greenhouse with its wind turbine and photovoltaic would be a good interface with the tech center projected to go in at Corbett and reiterated this as a great opportunity for curriculum development. JoAnne and Bonnie expressed their agreement with this and were enthusiastic about the CSA and business component providing experience for students to put on future resumes.

- iv. Joe felt Karen needed to find out from the school district what politics are involved. He emphasized that Karen push that TGP is a non profit that must apply for local, state and federal grants so we must keep operating costs manageable. The lease negotiated is a part of this. The partnership opportunities with the CHS Culinary Dept and Voc Tech Dept as well as mentoring programs provides a great benefit to the school. Mark Lopiccolo stated that if they charge us we have to charge them. Joe also stated that Karen should contact Richard Stokes expressing our interest in locating at CHS and determine what the next steps are, presenting to the school board at the earliest convenience being one of those most probably. Karen said she would contact Richard Stokes and Mike Mitchell on Monday. Joe reminded Karen to memorialize deal points to agree upon with the school district.
- v. Jenny Scanland suggested that if the school agreed to trails around the greenhouse site state lands could leverage this into a park with funding provided by the state.
- vi. Carl Keller suggested that a photovoltaic array could be multifunctional for the greenhouse and the school and that this would create a draw for kids and families in terms of a unique educational opportunity TGP could provide.
- vii. Joe felt the lease agreement could take 60 days
- viii. Jenny said grant applications through Rec Trails were due end of January and location of the greenhouse was an essential component.
- ix. JoAnne said CREES grants (sustainable ag research grants) also require a site location and are also due end of January.
- x. Janette gave a treasurers report and stated she was still waiting for our fundraiser check from the Ron Wood Foundation and would continue to pursue them.
- xi. Cameron gave a report on the progress of his senior project. He would be calling the Graphics Dept at WNC and has already contacted the Arts Dept. He reported that Karen told him that the contest would begin after the first of the year with judging on 3/16/09 at the CCCC mtg. Karen stated she was meeting with Peter Barton of the CCCC to discuss rules for the contest and judges be a part of the Dec agenda. Joe suggested that the jury be chosen at that Dec mtg.
- xii. Mark Loppiccolo stated that his son, Jerod, who owns Noble Studios will do the website for TGP for free.

3. Meeting was adjourned and next years meeting schedule dates at the CC Library at noon announced:

Feb 26    Mar 26    April 30    May 28    June 25

July 23    Aug 27    Sept 24    Nov 5

\*Oct mtg will be at noon @ Adele's; no library dates available