

[illegible][illegible]





Public Comment <publiccomment@reno.gov>

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## DRP Comments

1 message

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**Annette Alvarez-Peters** <annetteapeters@gmail.com>

Mon, Mar 20, 2023 at  
9:49 PM

To: schieveh@reno.gov, reesed@reno.gov, brekhusj@reno.gov,  
duerrn@reno.gov, martinezmi@reno.gov, ebertm@reno.gov, taylork@reno.gov,  
bryantj@reno.gov, edelsteine@reno.gov, mcardleb@reno.gov,  
publiccomment@reno.gov, thornleyd@reno.gov, Cityclerk@reno.gov

To Whom it May Concern,

My name is Annette Alvarez-Peters, I am a resident of The Montage located at 255 N. Sierra St.

I purchased two units at the Montage in 2017 and 2018; I moved to Downtown Reno April 2020 from Washington State. I have seen so many improvements in the downtown area in terms of cleanliness and safety since purchasing my home. I have witnessed numerous times the DRP assisting those in need, while assisting or waiting for first responders to arrive.

We recently had out of town guests in for St. Patrick's weekend, while we walked around from downtown to midtown, our guest commented how the city seemed so much cleaner and safer to walk around.

As a resident of the downtown area, I would like to see this program stay and continue to grow to make our downtown community safe and a fun place to be.

Thank you,

*Annette Alvarez-Peters*  
255 N Sierra St, Unit 2118  
Reno NV 89501  
[annetteapeters@gmail.com](mailto:annetteapeters@gmail.com)

**CITY OF RENO**

**ATTN: Mayor Schieve, Council Members & City Staff**

**In Favor Public Comment**

Item: D.3 Downtown Reno Partnership's FY 2024 Downtown Reno Business Improvement District Operating Plan & Budget

Dear Mayor Schieve, Council Members & City Staff,

I am writing in support of the Downtown Reno Business Improvement District Operating Plan & Budget for the fiscal year 2024.

For the record, my name is Chris Phillips. I am the General Manager and Chief Operating Officer for the Reno Aces. I am a new member of the DRP Board, representing Commercial Property.

In our role with the Aces, we are responsible for making Greater Nevada Field a fun, clean, and most importantly, safe community venue for all of our fans to experience and enjoy. We work closely with all city government entities and their ancillary services, including, but not limited to Reno Police Department, Reno Fire Department, Washoe County Sherriff's Office, REMSA, and last but not least, the DRP and specifically the Ambassador's Program.

I have witnessed, first hand, the immediate positive impact the Ambassador Program has made on our Downtown core. The Ambassador's are trained to be friendly, professional, and adept to handle difficult situations. We are incredibly grateful for the numerous occasions they have stepped in to assist with challenging circumstances, and we are continually impressed with their ability to dissolve escalating incidents. The path near the Ballpark along the Truckee, while still needing improvement in some areas, is substantially better than it was a year ago, and we continue to see progress with the presence of the Ambassadors.

The Downtown Reno Partnership continues to grow and look ahead to expand their services, and we are extremely excited about the launch of the Ambassador's Overnight Program. Their vision is one that will not only help Downtown Reno, but one that will serve to better the quality of life for the Reno 'Brand' which is a benefit to us all.

Sincerely,

Chris Phillips

Reno Aces GM & Chief Operating Officer

Board Member of the Downtown Reno Partnership



Dear Mayor Schieve, Council Members & City Staff,

I am writing in support of the Downtown Reno Business Improvement's District Operating Plan & Budget for the Fiscal Year 2024.

For the record, my name is Denise Barcomb. I am a small business tenant in the Business Improvement District (known now as the Downtown Reno Partnership i.e. DRP). I have been a member of the Riverwalk District since opening my business in AUG 2017.

Allowing the Downtown Reno Partnership to continue and to grow allows them to establish long term solutions and best practices that will help all of downtown, including the Districts, Businesses, tourism, and above all, the citizens of Reno. The DRP serves as an economic driver, safe and clean provider, employer and champion of a variety of things that serves more than just the core of the city.

Downtown is in desperate need of the genuine and sincere attention of all its constituents, from City Council and staff to business owners to residents and visitors alike. Since the inception of the DRP, my small business benefited greatly from the time, assistance, and support of the entire program, and I found the Ambassadors to be of particular benefit. There is no replacement for "boots on the ground" and their presence has made a noticeable and positive impact on daily life in our city.

So many are quick to condemn the downtown core and with legitimate reason. Change has been desperately slow and the incomplete address of the homeless population accompanied with the issues of sex-trafficking and more keep many in the Truckee Meadows away from the city. The city's image continues to struggle.

One bright light through my experience downtown has been the DRP.

I believe the DRP provides 'Compassionate Commerce' by supporting business in a way that gives back to our community. The DRP advocates 'Responsible Giving' providing resources to the community that are both sustainable and truly beneficial to the individual in need. In addition, the DRP promotes 'Attainable Housing' understanding that the need for housing differs on all levels. As a community, we need to support and build projects that don't simply check a media box but are deed restricted and maintained for those in need.

Above all, I have and still 'Believe in Reno'. I hope that you continue to believe in the efforts and mission of the Downtown Reno Partnership and allow them to continue their work and improve each year. This shining light in the community makes a difference and brings value through its purpose and execution of that purpose.

While my business was unable to survive the economic onslaught of the past three years and I am forced to close, I urge you to continue with this effort on behalf of all the other businesses downtown. This program makes a REAL difference and Reno needs this now more than ever.

We all know that the heart of every city is its Downtown and I hope you do what is right for the city by continuing the Downtown Reno Partnership.

Thank you for your consideration and time.

Denise M Barcomb

The Urban Market



Public Comment <publiccomment@reno.gov>

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## Item D.3 for 3.22.233 Reno City Council Meeting - Downtown Reno Partnership BID

1 message

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**Eric Lerude** <ewlerude@gmail.com>

Tue, Mar 21, 2023 at 10:12  
AM

To: publiccomment@reno.gov

Dear Reno City Council,

I am in favor of the City of Reno's continuing to support the  
Downtown Reno Partnership Business Improvement District.

I am a huge fan of the ambassadors. I have seen them patrolling the  
downtown area. I have seen them help people in need. I have seen  
them help to defuse a difficult situation. I have seen them picking  
up garbage. I have seen them checking in on local businesses. I  
think they add A LOT to our downtown.

I have noticed that there are less encampments of unsheltered  
people and that the downtown is more clean and graffiti free. I  
think that has a lot to do with the regular morning walks by the DRP  
staff and City of Reno staff.

I think that DRP Executive Director Neoma Jardon and her staff are  
doing a great job, they are engaged and making a difference for the  
better of Downtown Reno.

Thanks for your time and consideration.

Eric Lerude

Downtown Reno resident living in the Montage at [255 N. Sierra #1718](#)

Montage Community Affairs Committee Chairperson

DRP Board Member representing Downtown Reno residents



Public Comment <publiccomment@reno.gov>

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## Reno City Council Meeting on March 21, 2023 - Agenda Item D.3

1 message

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**Jeff Siri** <jsiri@calneva.net>

Tue, Mar 21, 2023 at 9:18 AM

To: "schieveh@reno.gov" <schieveh@reno.gov>, "reesed@reno.gov" <reesed@reno.gov>, "BrekhusJ@reno.gov" <BrekhusJ@reno.gov>, "duerrn@reno.gov" <duerrn@reno.gov>, "martinezmi@reno.gov" <martinezmi@reno.gov>, "ebertm@reno.gov" <ebertm@reno.gov>, "taylorlork@reno.gov" <taylorlork@reno.gov>, "bryantj@reno.gov" <bryantj@reno.gov>, "edelsteine@reno.gov" <edelsteine@reno.gov>, "mcardleb@reno.gov" <mcardleb@reno.gov>, "publiccomment@reno.gov" <publiccomment@reno.gov>, "thornleyd@reno.gov" <thornleyd@reno.gov>, "Cityclerk@reno.gov" <Cityclerk@reno.gov>

Re: Reno City Council Meeting – March 21, 2023 – Item D.3.- Support for the  
DRP's operating plan and budget

I am Jeff Siri, the President and CEO of Club Cal Neva, Manager of Siri's Casino, and a Board Member of the DRP.

I am writing this e-mail to fully support the DRP. The new Executive Director, Neoma Jardon, is doing a fantastic job in bring the DRP to a new level. The area where my businesses are located is considered a "Constant Hotspot."

Under the direction of Ms. Jardon, the area we has seen substantial improvement in making it much cleaner and more safe. More still needs to be done, and the DRP has been getting more resources, better direction, and the ability to enforce the ordinances as enacted by the Reno City Council. The DRP Ambassadors are an essential part of the services being provided to enhance the area, and I respect and appreciate their efforts. I encourage you to support the DRP's operating plan and budget.

Warm Regards,

Jeffery L. Siri

Club Cal Neva, President and CEO

Siri's Casino, Manager

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**To:** CITY OF RENO

**Attn:** Mayor Schieve, Council Members & City Staff

**Date:** Tuesday, March 22<sup>nd</sup>, 2023

**Re:** **Item D.3** *Downtown Reno Partnership's FY 2024 Operating Plan and Budget. (In Favor)*

Dear Mayor Schieve, Council Members & City Staff,

I am writing in support of the Downtown Reno Partnership's (DRP) Operating Plan & Budget for fiscal year 2024. My name is Jonathan Boulware, and I am the Vice-President of Nevada Operations for Jacobs Entertainment. I have served on the Downtown Reno Partnership Board from its inception representing the Northwest District.

It has and continues to be a wonderful and positive experience to work with the DRP board members and the ambassadors. Working with such caring and dedicated people focused on improving the downtown area for our residents, visitors, and businesses has been an honor. The tremendous work the ambassadors have achieved in a relatively short period of time has been nothing but extraordinary. They have played a very significant role in creating a clean and safe downtown all while positively impacting the lives of our less fortunate residents in our downtown community.

I am in full support of the Downtown Reno Partnership and its vision for improving the Downtown Reno experience. Please allow the DRP to continue its great work to improve the downtown experience for our residents, visitors, and businesses.

Thank you,

Jonathan Boulware



Public Comment <publiccomment@reno.gov>

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## Re: City Council Meeting, March 21, 2023, Item D.3; Supporting DRP

1 message

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**Ken Barlor** <kenb@calneva.net> Tue, Mar 21, 2023 at 10:52 AM  
To: "schieveh@reno.gov" <schieveh@reno.gov>, "reesed@reno.gov" <reesed@reno.gov>, "brekhusj@reno.gov" <brekhusj@reno.gov>, "duerrn@reno.gov" <duerrn@reno.gov>, "martinezmi@reno.gov" <martinezmi@reno.gov>, "ebertm@reno.gov" <ebertm@reno.gov>, "taylork@reno.gov" <taylork@reno.gov>, "bryantj@reno.gov" <bryantj@reno.gov>, "edelsteine@reno.gov" <edelsteine@reno.gov>, "mcardleb@reno.gov" <mcardleb@reno.gov>, "publiccomment@reno.gov" <publiccomment@reno.gov>, "thornleyd@reno.gov" <thornleyd@reno.gov>, "Cityclerk@reno.gov" <Cityclerk@reno.gov>

Council Members, my name Ken Barlor, Vice President of Operations of the Club Cal-Neva and Siris Casino, I regularly attend all the Safety and Security Meeting of the DRP. This email is to share my full support of the DRP. Newly appointed Executive Director Neoma Jardon has taken the DRP in a new direction that was much needed. Mr. Jardons knowledge of the true issues of downtown Reno brings a new vision, much improved vision, of the true problems and what needs to be addressed in downtown Reno. I support the DRP, Ms. Jardon and her ability to revitalize downtown Reno.

**Ken Barlor**

VP of Operations | Club Cal Neva – Siri's Casino |

Phone: 775-323-1046 | email: [kenb@calneva.net](mailto:kenb@calneva.net) |

[38 East 2nd Street | Reno, NV 89501](#) | 775-335-2657

Club **Cal Neva**  
*RENO'S BEST BET*  
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Suite C312  
Brooklyn, NY 11232  
855-399-9600  
[www.streetplus.net](http://www.streetplus.net)

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March 20, 2023

City Council  
City of Reno  
P.O. Box 1900  
Reno, NV 89505

**Subject: Letter of Support for the Downtown Reno Partnership**

To Whom it May Concern:

My name is Steve Hillard and I'm the President and Principal with Streetplus Company, LLC (Streetplus). Our company provides clean, safe, and friendly services to the improvement district industry and we've been the provider of these services for the Downtown Reno Partnership (DRP) since October 2018. During this time, the DRP has performed at a high level while achieving remarkable results when compared to other programs and cities of similar size.

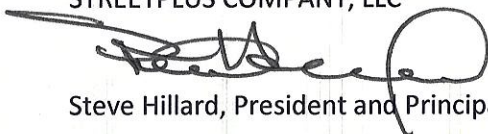
The program has evolved over the years, adapting to the ever-changing environment in downtown Reno, NV. The program started with fourteen (14) ambassadors. Today, the program has twenty-four (24) ambassadors providing a wide-range of services, to include cleaning, safety, hospitality, and social service outreach. The efforts of our Licensed and Unlicensed Social Service Outreach Specialists are instrumental in understanding the needs of the unsheltered and unhoused population in downtown Reno and referring them to available services.

The DRP has been asked on several occasions to provide enhanced services to support the community and the city, to include the additional security related to the temporary housing of university students at one of the casinos, additional services to support the national bowling events, adding pressure washing and cleaning services, and providing transportation for unsheltered and unhoused individuals. During COVID-19, the program continued to provide essential services that included wellness checks on the unsheltered and unhoused population in downtown Reno and disinfecting all touch points in the public right-of-way.

The Ambassadors provide valuable services to those that work, live, and visit downtown Reno. I encourage the City of Reno to continue to support the program by approving the annual budget at the upcoming City Council meeting.

Sincerely,

STREETPLUS COMPANY, LLC



Steve Hillard, President and Principal



Public Comment <publiccomment@reno.gov>

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## D.3 Downtown Reno Partnership's FY 2024 Downtown Reno Business Improvement District Operating Plan

1 message

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**Troy Miller** <tmiller@unr.edu>

Tue, Mar 21, 2023 at 3:12 PM

To: "schieveh@reno.gov" <schieveh@reno.gov>, "reesed@reno.gov" <reesed@reno.gov>, "brekhusj@reno.gov" <brekhusj@reno.gov>, "duerrn@reno.gov" <duerrn@reno.gov>, "martinezmi@reno.gov" <martinezmi@reno.gov>, "ebertm@reno.gov" <ebertm@reno.gov>, "taylork@reno.gov" <taylork@reno.gov>, "bryantj@reno.gov" <bryantj@reno.gov>, "edelsteine@reno.gov" <edelsteine@reno.gov>, "mcardleb@reno.gov" <mcardleb@reno.gov>, "publiccomment@reno.gov" <publiccomment@reno.gov>, "thornleyd@reno.gov" <thornleyd@reno.gov>, "Cityclerk@reno.gov" <Cityclerk@reno.gov>

CITY OF RENO

Attn: Mayor Schieve, Council Members & City Staff

Sent Via Email & Public Comment Portal

In regards to D.3 Downtown Reno Partnership's FY 2024 Downtown Reno Business Improvement District Operating Plan and Budget (in favor).

Good Afternoon. My name is Troy Miller and I serve on the Downtown Reno Partnership Board

representing the University district as Assistant Vice President of Community and Real Estate for the University of Nevada, Reno. This email today is to show support for the DRP and the DRP ambassadors.

The safe, clean and lit aspect of Downtown Reno is very important to the economic growth of downtown. Couple that with being able to access knowledge of available housing and services for those in need, the ambassadors do an amazing job of helping to aid both. I see the assistance first hand that the ambassadors offer both to those in need and visitors alike, assisting them in finding service or directions to downtown businesses or events which help downtown thrive.

I have worked for the University for almost 16 years and I see a connection between the University and Downtown that has never been better and continues to grow. The DRP and the ambassadors play a large role in making the journey between the University and Downtown feel seamless and more inviting.

Personally, I am a life-long Nevadan, born and raised in Reno/Sparks. I enjoy running along the river on the river path and since the establishment of the DRP,

the experience is friendly and inviting. So much so that I now bring my wife and kids to enjoy special events on/adjacent to the river walk often.

I would like to celebrate the various accomplishments of the DRP and look forward to the continued improvements in downtown Reno.

Thank you.

Troy



**Troy Miller**

**Assistant Vice President**

## Office of Community and Real Estate Management



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Public Comment <publiccomment@reno.gov>

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## Voice Message From: Cisco Unity Connection Messaging System (917758480763)

1 message

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**publiccomment@reno.gov** <publiccomment@reno.gov>

Tue, Mar 21, 2023 at  
8:32 AM

Reply-To: DonomaUnity@reno.gov

To: publiccomment@reno.gov

Voice Message delivered by Donoma Unify

From: 917758480763

Click to Call 917758480763

**Hello, my name is Jenny grandma and I'm calling in to support the DRP and meet Reno Ambassador team. I am a commercial property manager of 3, downtown Office Buildings and occupying office within the VIP since July of 2021, I want to share that all of my experiences with the Reno ambassadors have been positive and helpful. Every time we've called out the ambassador's, they show up promptly, they are extremely respectful kind and patient to all the day and counter. They always stay on site and they ensure that every month is cleaned up. And they provide information on all the services that are available to them, it's a great service and it's helped us out tremendously. Thank you.**

(Transcription with medium confidence)

The information contained in this e-mail and any attachments is privileged and confidential information intended only for the use of the individual or entity named above. If you have received this communication in error, please notify the sender immediately by telephone or e-mail, and then please destroy all content contained within this communication from your files. Thank you.

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**VoiceMessage.wav**

382K



Public Comment <publiccomment@reno.gov>

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## Comments for City Council Meeting (3/22/23) in Support of the Reno Ambassadors

1 message

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**William Truce** <wtruce@blackrabbitmeads.com>

Tue, Mar 21, 2023 at  
11:34 AM

Bcc: publiccomment@reno.gov

To Whom it May Concern,

I own a small business in the Brewery District and have spent countless hours working with many other business owners to help our neighborhood flourish. I wanted to take a moment to express my deep appreciation for all the Downtown Reno Ambassadors have done under the leadership of Neoma Jardon to help make our neighborhood a 'healthier' place to be.

By healthier I mean several things. The neighborhood is significantly cleaner. I often see ambassadors picking up trash and helping coordinate the removal of larger debris. The neighborhood feels safer. At the request of business owners, the ambassadors have agreed to permanently place somebody in the neighborhood from 4:30-8:30 pm each night. In addition to recent regulations to reduce public intoxication, this increased ambassador presence has led to a reduction in the uncomfortable interactions many of our staff and customers deal with, along with helped prevent unlawful loitering and littering. The neighborhood feels more cared for. With the increased attention the ambassadors have provided our neighborhood, we see more people in need be checked on and assisted.

The Brewery District is becoming a more vibrant and healthier neighborhood for all; a place that Reno can be proud of and share with the world. This doesn't happen naturally. It's through the hard work of business owners, City staff, and our caring community that drives this. Please continue to support regulations and agencies that allow this hard work to thrive.

Kind regards,  
Will Truce

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**Will Truce** / Co-Founder

[wtruce@blackrabbitmeads.com](mailto:wtruce@blackrabbitmeads.com)

**Black Rabbit Mead Company**

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