



**AGENDA**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
JANUARY 27, 2015

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**EDAC Members:**

Kathy Azevedo, Council Member

Kevin Bash, Mayor Pro Tem

Michael Bell, Community Business Representative

Ronak Desai, Community Business Representative

Ed Dixon, Retired/Resident Representative

Vicki Leonard, Community Business Representative

Patrick Malone, Community Business Representative – Chair

Brad Renfree, Community Business Representative

Bill Schwab, Retired/Resident Representative

Melissa Villapando, Community Business Representative – Vice Chair

Norco Area Chamber of Commerce Representative

CALL TO ORDER: 8:15 A.M.

PLEDGE OF ALLEGIANCE:      Member Desai

1. PUBLIC COMMENTS: This is the time when persons in the audience wishing to address the Economic Development Advisory Council regarding matters NOT on the Agenda may speak.
2. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)
  - Special Meeting of December 10, 2014
  - Regular Meeting of December 16, 2014
3. GUEST SPEAKER:      Debbie Yopp, Event Coordinator  
   Horse Town Brew n' Que Festival
4. SUB-COMMITTEES:
  - A. Reports of Recent Activity:
    - Business Enhancement Sub-Committee – *Bell, Malone, Villapando & NACC*
    - Electric Sign Sub-Committee – *Schwab & Dixon*
      - a) Final Sixth Street Electronic Sign Approval
    - Film Norco Sub-Committee – *Bash, Desai & Leonard*
    - Equestrian Activities Sub-Committee – *Azevedo, Dixon, Schwab & Villapando*
      - a) Discussion on second printing of Equestrian Services Brochure
    - Hospitality Sub-Committee – *Bell, Desai, Leonard & Renfree*
    - Navy Technology Sub-Committee – *Malone, Schwab & Renfree*

- B. Scheduling of Progress Reports by Subcommittees (*Economic Development Specialist Grody*)

5. DISCUSSIONS:

- A. Update from the Norco Area Chamber of Commerce and Visitors Center
- B. Economic Development Update (*Econ. Development Specialist Grody*)

6. Next Regular Meeting Scheduled: February 24, 2015

7. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office (951) 270-5623. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II)

Staff reports are on file in the Economic Development Department. Any writings or documents provided to a majority of the Economic Development Advisory Council regarding any item on this agenda will be available for public inspection at the City Clerk's Counter in City Hall located at 2870 Clark Avenue.