



**AGENDA**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
OCTOBER 28, 2014

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**EDAC Members:**

Kathy Azevedo, Council Member  
Kevin Bash, Council Member  
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: Vice Chair Villapando

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*)
  - Regular Meeting of September 23, 2014
3. GUEST SPEAKER:
  - Jeff Gauger, Loyalty Connections
4. SUB-COMMITTEES:
  - A. EDAC Sub-Committee Responsibilities (*Econ. Development Specialist Grody*)
  - B. Reports of Recent Activity:
    - Business Enhancement Sub-Committee – *Bell, Malone, Villapando & NACC*
    - Electric Sign Sub-Committee – *Schwab & Dixon*
    - Film Norco Sub-Committee – *Bash, Desai & Leonard*
    - Equestrian Activities Sub-Committee – *Azevedo, Dixon, Schwab, & Villapando*
    - Hospitality Sub-Committee – *Bell, Desai, Leonard & Renfree*
  - C. Creation of Navy Technology Sub-Committee (*Chair Malone*)
5. DISCUSSIONS:
  - A. Update from the Norco Area Chamber of Commerce and Visitors Center

- B. Development of Strategic Plan (*Chair Malone*)
  - C. Schedule Special Meeting for Presentation of Sixth Street Sign Proposals  
(*Econ. Development Specialist Grody*)
  - D. Economic Development Update (*Econ. Development Specialist Grody*)
  - E. City Manager Update (*City Manager Okoro*)
6. Next Regular Meeting Scheduled: November 25, 2014, at 8:15 a.m.  
Dark in December (Due to Holiday Season)

## 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.