



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
SEPTEMBER 23, 2014

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**EDAC Members:**

Kevin Bash, Council Member  
Ronak Desai, Community Business Representative  
Ed Dixon, Retired/Resident Representative  
Vicki Leonard, Community Business Representative  
Brad Renfree, Community Business Representative  
Bill Schwab, Retired/Resident Representative  
Melissa Villapando, Community Business Representative – Vice Chair  
Norco Area Chamber of Commerce Representative

**Absent Members:**

Kathy Azevedo, Council Member  
Michael Bell, Community Business Representative  
Patrick Malone, Community Business Representative – Chair

**Staff:**

Andy Okoro, City Manager  
Roger Grody, Economic Development Specialist  
Diane Germain, Deputy City Clerk

**Guest:**

Captain Steven Murray, U.S. Navy, NAVSEA Warfare Center  
Arman Hovakemian, NAVSEA Chief Technology Officer  
Jennifer Stewart, NAVSEA Technology Transfer Office  
Troy Clarke, NAVSEA Public Affairs Officer

CALL TO ORDER: **8:17 A.M.**

PLEDGE OF ALLEGIANCE: **Member Dixon**

1. PUBLIC COMMENTS: **NONE**

2. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)

- Regular Meeting of August 19, 2014

**M/S Dixon/Villapando** to approve the minutes of the regular meeting of August 19, 2014 as written.

**AYES:** **Bash, Collins, Desai, Dixon, Leonard, Renfree, Schwab, Villapando**

**ABSENT:** **Azevedo, Bell, Malone**

**M/S Bash/Dixon** to re-approve the minutes of the regular meeting of August 19, 2014, noting a minor correction in the City Manager Update.

**AYES:** **Bash, Collins, Desai, Dixon, Leonard, Renfree, Schwab, Villapando**

**ABSENT:** **Azevedo, Bell, Malone**

3. GUEST SPEAKER:

- Captain Corry Shedd, U.S. Navy

Captain Steven Murray, Commanding Officer of the Naval Base in Norco, made the presentation on behalf of Captain Shedd. He summarized the unique services the Naval Surface Weapons Center (NSWC) provides for the Navy, such as weapons testing, range systems engineering and capabilities. He noted that the NSWC has been in Corona/Norco over 50 years and its economic presence in Norco, as it employs 1,400 local civilians and contractors, with 75% of the workforce comprising of scientists and engineers. Captain Murray noted the work experience the base provides to students from Norco College, University of California Riverside, as well as the local high schools.

Arman Hovakemian, Chief Technology Officer, and Jennifer Stewart, Technology Transfer Office, provided an overview of the Inland Empire Technology Park which focuses on the potential development of technology and shared innovations with the general public. Ms. Stewart explained the purpose and benefit of the program which entails partnerships and collaborations between the Navy and non-government organizations, local business community, and colleges and universities; adding that the Technology Transfer Office patent files are open to the public for educational purpose and to share ideas, potential inventions or developments.

Mr. Hovakemian and Ms. Stewart suggested meeting with City staff for continued conversations on sharing information and getting the local business community involved and offering to return to future EDAC meetings for continued dialogue.

4. SUB-COMMITTEES:

A. Reports of Recent Activity:

- Business Enhancement Sub-Committee – *Bell, Malone, Villapando & NACC*

**NONE**

Specialist Grody noted the sub-committee's name change, adding that the group will continue with business attraction and retention, and may now include Navy interaction.

- Electric Sign Sub-Committee – *Schwab & Dixon*

Member Schwab stated that the sub-committee is waiting for the funds to be approved, adding that the Oversight Board is set to meet the following week.

City Manager Okoro indicated that following the Oversight Board's approval, the request will be submitted to the State Finance Department by October 1, 2014, for its approval, for which it will have up to 45 days to respond.

- Film Norco Sub-Committee – *Bash, Desai & Leonard* **NONE**

Specialist Grody shared that he had received a notification from Inland Empire Film Board which he forwarded to Council Member Bash for discussion with the sub-committee.

- Equestrian Activities Sub-Committee – *Azevedo, Dixon, Schwab, & Villapando* **NONE**

Specialist Grody stated that the directories were reviewed by the City Council and were well received. Staff will do a final fact check before forwarding to the printer.

- Hospitality Sub-Committee – *Bell, Desai, Leonard & Renfree*

Member Desai shared that the sub-committee has been working on a “Shop Norco” program. He stated that, for the next regular meeting, he would like to invite a representative from Loyalty Connections to speak about the program they offer. He is hopeful that the program could be a means to help generate revenue for Norco.

Specialist Grody asked if the representative will be providing information on the program and its benefits to Norco and not give a pitch for his business’ interest.

Member Leonard noted that she has the digital program in her shop and explained how it works.

Diane Collins, NACC, offered the Chamber’s assistance on finding other options for the special promotion. In response to Member Renfree, she added that if a new business is looking to come into Norco, the Chamber should be the ones to assist as the City must remain neutral.

City Manager Okoro suggested that Loyalty Connections be invited and given the opportunity to provide a presentation.

Specialist Grody asked that the Hospitality Sub-Committee concentrate on hospitality and tourism, as opposed to “Shop Norco”; the Business Enhancement Sub-Committee should undertake “Shop Norco” discussions.

## 5. DISCUSSIONS:

### A. Update from the Norco Area Chamber of Commerce and Visitors Center

Diane Collins provided the following updates:

- Wednesday, October 1, 2014, is the NACC General Meeting featuring Council Member Bash as speaker.
- The NACC Board has reviewed its bylaws, making a few changes; which will be presented to the membership at its October meeting.
- Board elections are in process.
- Plans are in process for the Installation Dinner scheduled in January 2015.
- NACC is reviewing its financial budget for next year.

### B. Development of Strategic Plan (*Chair Malone*)

In Chair Malone’s absence, due to unforeseen circumstances, this discussion was deferred to the next regular meeting.

### C. Economic Development Update (*Econ. Development Specialist Grody*)

Specialist Grody stated that previous discussions has covered many topics, he had nothing more to add.

### D. City Manager Update (*City Manager Okoro*)

City Manager Okoro reiterated that the Oversight Board will be meeting on Monday, September 29, 2014; he suggested that the Electronic Sign Sub-Committee Members be present. He also noted that a Council Workshop is being scheduled for October 8, 2014, to review traffic issues and the budget for additional traffic control presence.

City Manager Okoro stated that progress continues on the Ingalls Veterans Plaza, all is going well and quick; the flag pole is now up. He invited everyone to mark their calendar for the dedication scheduled on Veterans Day, November 11, 2014.

City Manager Okoro shared that the recently adopted Noise Ordinance became effective on Saturday, September 20, 2014; and that the Sheriff Department has already begun enforcing it. He noted the water preservation program, also recently adopted, which all businesses and residences are to adhere to.

6. Next Regular Meeting Scheduled: October 28, 2014, at 8:15 a.m.

7. ADJOURNMENT: Vice Chair Villapando adjourned meeting at **9:49 A.M.**