



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



EDAC Members:

Kathy Azevedo, Council Member
Kevin Bash, Council Member
Michael Bell, 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, Diane Collins

Members Absent:

Ronak Desai, Community Business Representative

Staff Present:

Roger Grody, Economic Development Specialist
Diane Germain, Deputy City Clerk

CALL TO ORDER: **8:16 A.M.**

PLEDGE OF ALLEGIANCE: **Vice Chair Villapando**

1. PUBLIC COMMENTS: **NONE**

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

- Regular Meeting of September 23, 2014

M/S Schwab/Villapando to approve the minutes of September 23, 2014 as written.

AYES: Bash, Bell, Dixon, Leonard, Renfree, Schwab, Villapando, Collins

ABSTAIN: Azevedo, Malone

ABSENT: Desai

3. GUEST SPEAKER:

- Jeff Gauger, Loyalty Connections

Mr. Gauger gave an overview of what his business entails. He highlighted the benefits to participants such as keeping in touch with customers, sharing updates and sending all types of announcements. This is done via text messaging which allows for constant communication with customers.

In response to questions from EDAC Members, Mr. Gauger stated that costs to the merchants start at \$100 month, depending on the expanse of communication the business wants to accomplish, a special code could be set up for the City in order to send out blasts about upcoming events to those who sign up to receive the messages,

and that anyone can simply reply “stop” to end receiving messages from the individual business. He stated that currently approximately 10% of Norco businesses are signed up with the program, and that his business is quickly expanding.

4. SUB-COMMITTEES:

A. EDAC Subcommittee Responsibilities (*Econ. Development Specialist Grody*)

Specialist Grody distributed a memo to the Members which provided an outline of the responsibilities for each subcommittee.

Council Member Bash suggested that the Navy Technology Subcommittee assist the Navy base through its next BRAC process.

B. Reports of Recent Activity:

- Business Enhancement Subcommittee – *Bell, Malone, Villapando & NACC*
Nothing to report

- Electric Sign Subcommittee – *Schwab & Dixon*

Specialist Grody advised the Members that a special meeting will be set up for presentations by the companies whom have replied with a proposal for the electronic sign across Sixth Street. He also shared that Chair Malone and Subcommittee Members Schwab and Dixon were asked to join the conversation/review of the current City policy of temporary signs; which will also involve input from local businesses.

- Film Norco Subcommittee – *Bash, Desai & Leonard*

Nothing to report

- Equestrian Activities Sub-Committee – *Azevedo, Dixon, Schwab, & Villapando*

Nothing to report

- Hospitality Subcommittee – *Bell, Desai, Leonard & Renfree*

Member Renfree stated that the subcommittee had met last week. The current topic of discussion is marketing via social media, City website, etc.. He noted that the Subcommittee needs to meet for further discussions prior to making a presentation to the EDAC.

In response to Member Renfree, Specialist Grody stated that a media kit is currently in production.

C. Creation of Navy Technology Sub-Committee (*Chair Malone*)

Chair Malone asked for input from Members. Specialist Grody gave an overview of the Navy presentation from the previous meeting. He stated that the Navy is very receptive to meet with EDAC Members to continue discussions.

Member Schwab explained that the Technology Office at the NAVSEA is a newly developed division, created to provide a means of transferring the technology into the community. Once a patent is in place, there is a need for a local business to develop the patent items; keeping all production local whenever possible.

Chair Malone, Members Schwab and Renfree volunteered to serve on the Navy Technology Subcommittee.

5. DISCUSSIONS:

A. Update from the Norco Area Chamber of Commerce and Visitors Center
Diane Collins, Executive Director, shared that the Chamber is currently working on the 2015 calendar of events; noting that the Installation Dinner is scheduled for January 29, 2015; the State of the City details will be finalized once a new Mayor is seated; and the Annual Military Luncheon will be scheduled in July.

B. Development of Strategic Plan (*Chair Malone*)
Discussions were deferred to the next regular meeting.

C. Schedule Special Meeting for Presentation of Sixth Street Sign Proposals
(*Econ. Development Specialist Grody*)
Specialist Grody stated that he would like to schedule for a Special Meeting to review the three proposals received for the Sixth Street Gateway Electronic Sign. He noted that all candidates are available within the beginning of December; also suggested that a final decision not be made the same day but at a follow up meeting.

Chair Malone suggested that discussion take place at the next regular meeting to develop a strategy for reviewing the presentations.

Specialist Grody asked for the Members' availability for on December 9th and 10th, noting that each presentation will take approximately 20-30 minutes.

D. Economic Development Update (*Econ. Development Specialist Grody*)
No additional updates was available

E. City Manager Update (*City Manager Okoro*)
City Manager Okoro was unable to attend the meeting due to a conflict of schedule.

6. Next Regular Meeting Scheduled: November 25, 2014, at 8:00 a.m.

A special meeting was scheduled for December 10, 2014, at 1:00 p.m., to review proposals for the Sixth Street Gateway Sign.

7. ADJOURNMENT: Chair Malone adjourned the meeting at **9:22 AM**