



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
2870 CLARK AVENUE
CONFERENCE ROOM "A"
DECEMBER 16, 2014



EDAC Members:

Kathy Azevedo, Council Member
Kevin Bash, Council Member
Michael Bell, Community Business Representative
Ronak Desai, Community Business Representative – arrived 8:25 a.m.
Ed Dixon, Retired/Community Member
Vicki Leonard, Community Business Representative
Brad Renfree, Community Business Representative
Bill Schwab, Retired/Community Member
Melissa Villapando, Community Business Representative – Vice Chair
Diane Collins, Norco Area Chamber of Commerce Representative (NACC)

Members Absent:

Patrick Malone, Community Business Representative – Chair

Staff Present:

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

Guest:

David Bisaha, BisCom, NACC Board Member

CALL TO ORDER: **8:15 A.M.**

PLEDGE OF ALLEGIANCE: **Member Bell**

1. PUBLIC COMMENTS: **None**

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

- Regular Meeting of November 25, 2014

M/S Villapando/Bash to approve the minutes of November 25, 2014, as written.

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

ABSTAIN: Azevedo, Schwab

ABSENT: Desai, Malone

Motion Passed

3. DISCUSSIONS:

A. Update on the Sixth Street Electrical Sign

Specialist Grody stated that the EDAC had unanimously decided to move ahead with two of the presenters, YESCO and Ad Art, of the electrical signs. He added that a few requests on changes were extended to each company, as well as keeping the cost to a \$2000.00 limit. He noted that each have been notified and are working on the modifications requested. There should be a final presentation to the EDAC within a couple of weeks.

B. Update from the Norco Area Chamber of Commerce and Visitors Center (NACC) Executive Director Collins stated that the NACC has seated a new Board of Directors at its recent meeting. She noted that she will continue to serve on the EDAC as the NACC representative, but that new Board Member David Bisaha will be joining in, when possible. The new Board is as follows: Michael Ryan, new Chair; Marsha Landeros, Vice Chair, new to NACC; Ted Rozzi, Treasurer, and newest Member David Bisaha, BisCom; other members include Louis Davis, Southern California Edison; Joseph Grunebach, Mountain West Financial; Dr. Jesus Martinez, Norco Valley Dental; Christopher Muller, Browning Auto Center; and Pamela Smith, The Coffee News.

Ms. Collins proudly shared that the NACC float entered in this year's Horsetown USA Parade of Lights won the Sweepstakes trophy.

Ms. Collins provided additional updates from the NACC, including new committees being formed within the NACC to overlook different aspects of the Chamber services; upcoming grand openings include Leaps n Bounds on December 18, and the Goodwill Store on December 19; adding that the Chamber will be celebrating its Five-Year Anniversary in 2015.

C. Economic Development Update (*Econ. Development Specialist Grody*) Specialist Grody shared that the business, Striders, is hoping for a spring opening, and that Cowboy Joe's Sports Bar and Saloon has signed a lease with the Town n Country Center, the opening date is to be advised. He asked that the meeting be adjourned so that the Subcommittees begin their break-out sessions.

4. Next Regular Meeting Scheduled: January 27, 2014

5. ADJOURNMENT: Vice Chair Villapando adjourned the meeting at **8:36 a.m.**