



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
SPECIAL MEETING
2870 CLARK AVENUE
CONFERENCE ROOM "A"
DECEMBER 10, 2014



EDAC Members:

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
Bill Schwab, Retired/Resident Representative
Melissa Villapando, Community Business Representative – Vice Chair
Norco Area Chamber of Commerce Representative – Diane Collins

Absent Members:

Brad Renfree, Community Business Representative
Kathy Azevedo, Council Member

Staff Present:

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

CALL TO ORDER: **1:05 P.M.**

PLEDGE OF ALLEGIANCE: **Mayor Pro Tem Bash**

1. PUBLIC COMMENTS: **None**

2. PRESENTATIONS FROM RESPONDENTS TO SIXTH STREET GATEWAY SIGN RFP:

a. Queil Bros. Signs (20 mins.)

Presenters for the company included Larry Queil, President; Tammy Queil, Sales Representative; and Ivan Perez, Tech Representative of Vantage LED, a manufacturer of LED displays.

Mr. Queil gave an overview of his company's rendition, which was based on information provided by the RFP; which involved research of the potential location, engineer review, wind load, etc. He provided three options for consideration.

Ms. Queil provided the cost breakdown, addressed concerns of potential graffiti, and provided more information on the materials used to create the sign.

Mr. Perez stated that his company is local, explaining how the illumination works and options of display designs, animation, and the security used to alleviate potential hacking of the sign use.

Each presenter answered questions from the Members; noting that the total project time line would be approximately three months.

Costs quoted: Design "A" - \$284,811 / Design "B" - \$243,802 / Design "C" \$274,208

b. YESCO Signs (20 mins.)

Presenter: Paul Whitehead, Account Executive

Mr. Whitehead provided the background on his experience and Young Electric Sign Co. (YESCO). He stated that the head office is located in Logan, Utah; that all work is handled under one roof, including the design, programming services and that the company engineers are involved throughout the project until completed. YESCO manufactures its own electronic product, and that all products are made in America.

Mr. Whitehead answered questions from the Members, concerning maintenance, warranty on product, noting the five-year electronic warranty included. He noted that the time line for this project would be approximately six weeks to install.

Cost quoted: \$179,061

c. Ad Art Signs (20 mins.)

Presenters: Duane Contento and Lori Volheim

Mr. Contento gave the background for Ad Art, noting that it was established in 1958, and all signs are manufactured in Los Angeles.

Ms. Volheim stated that although the design is a bit over budget, she offered to work with the EDAC Members, providing suggestions, on how the cost can be brought down. Ms. Volheim exhibited a 3D rendering, showing a drive-thru the sign as if on Sixth Street. She explained the movement element of the horses across the front of the sign, adding that the signs are built at a local plant. Ms. Volheim stated that all LED repairs and content management is done from Wilmington, adding that the company will provide three months of training for City staff. She detailed that parts and labor warranty is one year, and that the lights are extended to the manufacturing offer. The time line for this project is approximately 8-12 weeks.

Cost quoted: \$260,000 to 285,000

3. DISCUSSIONS:

- General Evaluation
- Alternatives to Gateway Structure
- Section Criteria

Chair Malone opened discussions on the evaluation of each presentation. He asked each member to give their thoughts on the information provided by each presenter.

Discussions continued on likes and dislikes, each member provided suggestions on size of electric banner sign, changes to elements, compared the extras the companies offered such as staff training on postings.

Chair Malone stated that may be too early to vote on one choice, since many of the comments made showed preference to design options of YESCO and Ad Art. He asked that the Members fill out their score cards, one for each presentation.

4. ACTION ITEM:

- Selection of Sign Contractor

M/S Leonard/Villapando to ask YESCO and Ad Art to modify their individual designs based on Member discussions.

AYES: Bell, Leonard, Malone, Villapando, Collins

NOES: Dixon, Schwab

ABSTAIN: Bash, Desai

ABSENT: Azevedo, Renfree **Motion Failed**

M/S Schwab/Dixon to approve YESCO, request modifications based on Member discussions and inquire as to what can be done with the excess funds.

AYES: Dixon, Schwab, Villapando

NOES: Bell, Desai, Leonard, Malone, Collins

ABSTAIN: Bash

ABSENT: Azevedo, Renfree **Motion Failed**

M/S Leonard/Desai to eliminate Quiel Bros. Sign Co.

AYES: Bell, Desai, Dixon, Leonard, Malone, Schwab, Villapando, Collins

ABSTAIN: Bash

ABSENT: Azevedo, Renfree **Motion Passed**

M/S Dixon/Leonard to ask YESCO and Ad Art to resubmit modification based on Member discussions.

AYES: Bell, Desai, Dixon, Leonard, Malone, Schwab, Villapando, Collins

ABSTAIN: Bash

ABSENT: Azevedo, Renfree **Motion Passed**

- Timeline for Moving Forward

Chair Malone reiterated the requests for modification from YESCO and Ad Art as follows:

- Scale design to the amount of \$200,000
- From YESCO: reader sign size to 4'x16'-18', or larger based on budget; pillars more decorative; increase the size of the Horsetown USA sign proportionally to fit the span of the sign.
- From Ad Art: reduce length of reader sign to 4'x16'-18' or larger based on budget; tone down logo at center top of sign; reduce the complete size from 92' to 74'; replace light balls at top of each pillar with design conducive to current Sixth Street lamp posts, as well as the color of the steel structure.

5. ADJOURNMENT: Chair Malone adjourned the special meeting at **3:35 P.M.**