



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
NOVEMBER 25, 2014

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**EDAC Members:**

Kevin Bash, Council Member – arrived 8:16 a.m.  
Michael Bell, Community Business Representative  
Ed Dixon, Retired/Community Member  
Vicki Leonard, Community Business Representative  
Patrick Malone, Community Business Representative – Chair  
Brad Renfree, Community Business Representative  
Melissa Villapando, Community Business Representative – Vice Chair  
Diane Collins - Norco Area Chamber of Commerce Representative

**Members Absent:**

Kathy Azevedo, Council Member  
Ronak Desai, Community Business Representative  
Bill Schwab, Retired/Community Member

**Staff Present:**

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

CALL TO ORDER: **8:02 A.M.**

PLEDGE OF ALLEGIANCE: **Chair Malone**

1. PUBLIC COMMENTS: **NONE**

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

- Regular Meeting of October 28, 2014

**M/S Villapando/Dixon** to approve the minutes of October 28, 2014, as written

**AYES:** **Bell, Collins, Dixon, Leonard, Malone, Renfree, Villapando**

**ABSENT:** **Azevedo, Bash, Desai, Schwab**

3. SUBCOMMITTEES:

A. Reports of Recent Activity:

- Business Enhancement Subcommittee – *Bell, Malone, Villapando & NACC*  
Member Bell gave an overview of the Subcommittee's recent meeting, noting that tasks were assigned to each member. An update will be provided at a future meeting.

- Electric Sign Subcommittee – *Schwab & Dixon*  
Member Dixon stated that no recent meeting had been scheduled. He added that the State Finance Department has approved the funds for the expense of the electronic sign. Interviews have been scheduled for the respondents of the RFQs.

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

No recent activity.

Specialist Grody noted that a request was received from a location management in Riverside for use of the Norconian Hotel; he advised them that it was not available and offered other sites available throughout Norco. He suggested that the Subcommittee meet with the film management.

Diane Collins stated that the Norco Area Chamber had received a message from the Executive Producer of Best of America on Horseback show, giving a rave review about their experience in Norco last year, and would like to showcase Norco again in 2016. Ms. Collins stated she will keep in touch with the Executive Producer.

- Equestrian Activities Subcommittee – *Azevedo, Dixon, Schwab & Villapando*

No recent activity.

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

No recent activity.

- Navy Technology Subcommittee – *Malone, Schwab & Renfree*

Chair Malone stated that attempts are being made to schedule a meeting with the Navy Technology staff.

Chair Malone proposed scheduling break-out sessions for Subcommittees in December to allow each group to discuss setting goals for 2015.

#### 4. DISCUSSIONS:

##### A. Develop strategy for review of Sixth Street Electrical Sign Presentation

Specialist Grody provided information regarding the respondents to the Request for Quotes (RFQs), stating that a special meeting is set for December 10, 2014, to allow each vendor to do a presentation for the EDAC. The group will evaluate and make a recommendation to the City Council as to the preferred vendor.

Chair Malone suggested that a score card be devised for use in evaluating each vendor after their presentation.

Specialist Grody stated that City Manager Okoro shared that the Sixth Street Electrical Sign project needs to be completed by June 15, 2015, per the State Finance Department guidelines. An extension is possible, but there are certain criteria to follow.

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

Diane Collins, Executive Director, noted the newly elected Board Members of the Norco Area Chamber of Commerce, Marsha Landeros of Arbonne Health & Wellness, David Bisaha of BisCom, Joseph Grunebach of Mountain West Financial, Dr. Jesus Martinez of Norco Valley Dental, and elected to a second term, Ted Rozzi of the Corona-Norco United School District. She stated that the continuing Board Members are Pamela Smith of Coffee News, Michael Ryan of Safe Money Management, Christopher Muller of Browning Auto Dealership and Louis Davis of Southern California Edison.

