



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" — 2870 CLARK AVENUE
SPECIAL MEETING
JANUARY 14, 2015



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

Absent Members:

Patrick Malone, Community Business Representative – Chair
Brad Renfree, Community Business Representative
Ronak Desai, Community Business Representative

Staff Present:

Roger Grody, Economic Development Specialist
Diane Germain, Deputy City Clerk
Kelli Newton, Economic Development Intern

CALL TO ORDER: **1:32 P.M.**

PLEDGE OF ALLEGIANCE: **Vice Chair Villapando**

DISCUSSION ITEMS:

- A. REVIEW & DISCUSSION OF REVISED GATEWAY SIGN PROPOSALS
1. YESCO
 2. Ad Art

Specialist Grody presented the two revised renditions provided by each company for a final review by the EDAC Members, for a recommendation to the City Council. He added that both companies are reputable and each would do a good job for the City. YESCO has provided two options, both costing under \$200,000; and Ad Art provided on option with a quote \$220,000.

Member Dixon asked if the City would pay any additional fees and/or taxes, in response, Specialist Grody stated that the contractor would be responsible for these costs.

Member Leonard stated she did not care for the bricks on the pedestal legs as it may be too much to maintain.

Council Member Azevedo stated she loved the look, noting that the brick coordinates with other décor around town. She remarked that the Ad Art design was too busy and too heavy.

Mayor Pro Tem Bash concurred with Council Member Azevedo; he also preferred the YESCO design best, stating that it has a more rustic look, which is a better fit to Norco.

Member Schwab also prefers the YESCO design, but suggested that the horses on both sides of the sign should be bucking upward instead of down.

NACC President Collins concurred, noting that the YESCO design is more conducive to its future setting along Sixth Street.

Member Dixon likes YESCO, agreed that the horses should be positioned bucking upward, also suggesting that the sign be increased to 3 feet in height.

Vice Chair Villapando, and Intern Newton concurred with the remaining members, preference of the YESCO design.

B. ACTION ITEM: SELECTION OF CONTRACTOR

M/S Villapando/Bash to approve YESCO and its option 1; requesting that the horses on either side of electronic sign be switched to an upward buck, and the height be increased to 3 feet:

Ayes: Azevedo, Bash, Bell, Collins, Dixon, Leonard, Schwab, Villapando

Absent: Desai, Malone, Renfree

C. TIMELINE FOR MOVING FORWARD

Specialist Grody suggested that the selected contractor be invited to discuss final tweaks suggested by the group with the Electronic Sign Subcommittee. All were in agreement.

D. PUBLIC COMMENTS: **None**

E. ADJOURNMENT: Vice Chair Villapando adjourned the special meeting at **2:00 P.M.**