



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
2870 CLARK AVENUE
CONFERENCE ROOM "A"
JANUARY 27, 2015



EDAC Members:

Kathy Azevedo, Council Member – arrived 8:22 a.m.
Kevin Bash, Mayor Pro Tem
Michael Bell, Community Business Representative
Ronak Desai, Community Business 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 Rep. – Vice Chair – arrived 8:44 a.m.
Diane Collins, Norco Area Chamber of Commerce Representative

Absent Member:

Ed Dixon, Retired/Resident Representative

Staff Present:

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

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

PLEDGE OF ALLEGIANCE: **Member Desai**

1. PUBLIC COMMENTS: **None**

2. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)
- Special Meeting of December 10, 2014
 - Regular Meeting of December 16, 2014

M/S Leonard/Schwab to approve the minutes of the Special Meeting of December 10, 2014, as written

AYES: **Bash, Bell, Collins, Desai, Leonard, Malone, Schwab**
ABSTAIN: **Renfree**
ABSENT: **Azevedo, Dixon, Villapando**

M/S Collins/Bash to approve the minutes of the Regular Meeting of December 16, 2014, as written

AYES: **Bash, Bell, Collins, Desai, Leonard, Malone, Renfree, Schwab**
ABSENT: **Azevedo, Dixon, Villapando**

3. GUEST SPEAKER: **Debbie Yopp, Event Coordinator**
Horse Town Brew n' Que Festival

Ms. Yopp gave an overview of her special event, which focuses on barbecue and craft beers. The event will be held on May 29-31, 2015, at George Ingalls Equestrian Center, and will feature Myron Mixon, and Big Moe Cason, two of America's top celebrity chefs on the competitive barbecue circuit. The festivities will begin with a "Meat and Greet" reception on

January 27, 2015

Friday, May 29, 2015. Competitors will be coming from all over the U.S., and compete for cash and prizes. There will also be music and activities for all ages to enjoy, including a Brew 101 class for the adults. Attendees will be able to sample BBQ food prepared by the competitors, as well as check out over 25 craft brewers. Ms. Yopp noted her goal is to raise interest for the event in Norco and bring people to the City, anticipating 2500-3000 people. She indicated that the event has been publicized in multiple magazines and newspapers, and has gained interest from NBC network.

Council Member Azevedo mentioned that Norco's equestrian teams and clubs could participate as entertainment in the event and volunteered to help.

Member Renfree asked what the news outreach was, in response, Ms. Yopp explained the types of advertising that have been purchased. She distributed copies of a press release as well as an information sheet on the event providing a background of the program.

Chair Malone recommended that the Hospitality Committee help with the event, he asked Member Desai to take the lead with the group.

Mayor Pro Tem Bash recommended that Ms. Yopp attend a City Council meeting to make a presentation about the event, and get the buzz going around town.

4. SUB-COMMITTEES:

A. Reports of Recent Activity:

- Business Enhancement Sub-Committee – *Bell, Malone, Villapando & NACC*

No meetings have taken place since the last report.

- Electric Sign Sub-Committee – *Schwab & Dixon*

a) Final Sixth Street Electronic Sign Approval

Specialist Grody presented the final rendition by YESCO of the Sixth Street Electronic Sign for final review by EDAC and to make a recommendation to the City Council. Specialist Grody presented two drawings with revisions from the previous design and reported that the changes will have a minor effect on the price.

M/S Leonard/Collins to recommend that the City Council approve the final design of the Sixth Street Electronic Sign design.

AYES: **Azevedo, Bash, Bell, Desai, Leonard, Malone, Renfree, Schwab, Villapando, Collins**

ABSENT: **Dixon**

Mayor Pro Tem Bash recommended that EDAC Members attend the February 18, 2015, Council meeting to show their support.

- Film Norco Sub-Committee – *Bash, Desai & Leonard*

Mayor Pro Tem Bash shared that the California Bungalow Show is looking to film in Norco soon. He described the films that will be shown at the 2nd Annual Film Festival on February 28th, 2015, at Norco High School Auditorium.

- Equestrian Activities Sub-Committee – *Azevedo, Dixon, Schwab & Villapando*
a) Discussion on second printing of Equestrian Services Brochure

Intern Newton shared some of the updates for the second printing of the Equestrian Resource Directory. She asked the Committee for continued assistance in passing out the

brochures to local businesses. Member Leonard volunteered to inquire with airports and rental car locations to display the brochure.

Member Schwab reported on meetings that he and Member Dixon have had with Council Member Berwin Hanna and Mr. Ted Hoffman to discuss a Professional Bull Riding Event in October 2016.

Mayor Pro Tem Bash shared that there a home on Fourth Street would like to become a bed and breakfast destination, where visitors can stay with their horse, but the property owner needs to bring the house into compliance. He recommended that EDAC assists the owner with the process. In response, Specialist Grody stated that Bed and Breakfasts would be perfect in Norco.

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

No meetings have taken place since the last report.

- Navy Technology Sub-Committee – *Malone, Schwab & Renfree*

Chair Malone reported that he had spoken to a company for more engagement from the Navy.

Mayor Pro Tem Bash reported on ongoing discussions between the City and the Navy base, particularly involving “Shop Norco”. He recommended that EDAC contact the base representative to acknowledge “Shop Norco”, request a name change from Corona to Norco, and to schedule a Navy base representative to speak at an EDAC meeting.

B. Scheduling of Progress Reports by Subcommittees (*Economic Development Specialist Grody*)

Specialist Grody asked for each subcommittee to provide one to two dates to make a presentation to the EDAC of its updates and projects throughout 2015.

5. DISCUSSIONS:

A. Update from the Norco Area Chamber of Commerce and Visitors Center (NACC) President / CEO Collins provided an update on the upcoming events for the NACC. She stated that more mixers will be added to the 2015 schedule. The Fairfield Inn has been booked to host this year’s luncheons.

Member Schwab recommended that EDAC present their own certificate at ribbon cutting ceremonies. Specialist Grody stated he would speak with the City Manager.

B. Economic Development Update (*Econ. Development Specialist Grody*)
Specialist Grody had nothing further to report.

6. Next Regular Meeting Scheduled: February 24, 2015

7. ADJOURNMENT: Chair Malone adjourned the meeting at **9:36 A.M.**