



AGENDA
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
2870 CLARK AVENUE
CONFERENCE ROOM "A"
FEBRUARY 24, 2015



EDAC Members:

Kathy Azevedo, Council Member

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

Brad Renfree, Community Business Representative

Bill Schwab, Retired/Resident Representative

Melissa Villapando, Community Business Representative – Vice Chair

Diane Collins, Norco Area Chamber of Commerce Representative

CALL TO ORDER: 8:15 A.M.

PLEDGE OF ALLEGIANCE: Member Leonard

1. PUBLIC COMMENTS: This is the time when persons in the audience wishing to address the Economic Development Advisory Council regarding matters NOT on the Agenda may speak.
2. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)
 - Regular Meeting of February 24, 2015
3. PRESENTATION:
 - A. Bed and Breakfast Zoning – *Planning Director King*
4. SUB-COMMITTEES:
 - A. Strategic Reports:
 - Electric Sign Sub-Committee – *Schwab & Dixon*
 - a) Progress Report / Update with advertising and policies/procedures
 - Hospitality Sub-Committee – *Bell, Desai, Leonard & Renfree*
 - a) Progress Report / prototype for insert from Kelli Newton
 - B. Reports of Recent Activity:
 - Business Enhancement Sub-Committee – *Bell, Malone, Villapando & NACC*
 - Equestrian Activities Sub-Committee – *Azevedo, Dixon, Schwab & Villapando*
 - Film Norco Sub-Committee – *Bash, Desai & Leonard*
 - Navy Technology Sub-Committee – *Malone, Schwab & Renfree*

5. DISCUSSIONS:

- A. Update from the Norco Area Chamber of Commerce and Visitors Center
- B. Economic Development Update (*Econ. Development Specialist Grody*)
- C. City Manager Update (*City Manager Okoro*)

6. Next Regular Meeting Scheduled: April 28, 2015

7. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office (951) 270-5623. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II)

Staff reports are on file in the Economic Development Department. Any writings or documents provided to a majority of the Economic Development Advisory Council regarding any item on this agenda will be available for public inspection at the City Clerk's Counter in City Hall located at 2870 Clark Avenue.