



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



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**EDAC Members:**

Kathy Azevedo, Council Member  
Kevin Bash, Mayor Pro Tem  
Michael Bell, 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  
Diane Collins, Norco Area Chamber of Commerce Representative

**Absent Members:**

Brad Renfree, Community Business Representative  
Ronak Desai, Community Business Representative

**Staff Present:**

Andy Okoro, City Manager  
Roger Grody, Economic Development Specialist  
Kelli Newton, Economic Development Intern

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

PLEDGE OF ALLEGIANCE: **Member Dixon**

1. PUBLIC COMMENTS: **None**

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

- Special Meeting of January 14, 2015

**M/S Bash/Leonard** to approve the minutes of the Special Meeting of January 14, 2015, as written

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

**ABSENT:** **Renfree, Desai** **Motion Passed**

- Regular Meeting of January 27, 2015

**M/S Bash/Azevedo** to approve the minutes of the Regular Meeting of January 27, 2015, as written

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

**ABSTAIN:** **Dixon**

**ABSENT:** **Renfree, Desai** **Motion Passed**

### 3. SUBCOMMITTEES:

#### A. Strategic Reports:

- Electric Sign Subcommittee – *Schwab & Dixon*
  - a) Progress Report:

Member Schwab shared that the Subcommittee has selected the site where the sign should go.

Specialist Grody explained that the sign review by City Council has been continued to its regular meeting of March 4, 2015, as some details regarding the cost of the sign need to be reevaluated. It will have an approximate 5% increase, making the final price approximately \$215,000.

- Equestrian Activities Subcommittee – *Azevedo, Dixon, Schwab & Villapando*
  - a) Progress Report:

Member Dixon reported on the possibility of bringing a PBR event to the City. He asked EDAC Members to approve this event and make a recommendation to the City Council. In addition, he stated that the event will cost over \$16,000, which will include bull riding and barrel racing, to be held in October 2016.

City Manager Okoro and Chair Malone asked that the Subcommittee work with staff and supply a formal budget.

A second printing of the Equestrian Resource Directory was prepared, at 1,000 additional brochures. Members Bell and Leonard offered to deliver them to businesses in town.

- Hospitality Subcommittee – *Bell, Desai, Leonard & Renfree*
  - a) Progress Report:

Chair Malone asked for the charter of the Subcommittee.

Member Leonard stated that the Subcommittee would like to bring awareness to events and activities happening in town. She also noted that the members plan on contacting surrounding Chambers of Commerce for input.

Specialist Grody stated that the goal for this subcommittee should be to bring people into Norco and ensure they have a memorable experience during their stay.

Member Bell reported that he will provide photos of events for a calendar that the subcommittee is creating.

Council Member Azevedo recommended creating a quarterly insert for the Equestrian Resource Directory. Intern Newton offered to bring a prototype insert for the next regular meeting.

Member Schwab brought up the idea of bed and breakfasts in Norco, in response, City Manager Okoro stated that he will ask Planning Director King to develop preliminary guidelines for the April EDAC meeting.

B. Reports of Recent Activity:

- Business Enhancement Sub-Committee – *Bell, Malone, Villapando & NACC*  
Nothing to report
- Film Norco Sub-Committee – *Bash, Desai & Leonard*  
Nothing to report
- Navy Technology Sub-Committee – *Malone, Schwab & Renfree*

Mayor Pro Tem Bash reported that the City received the EIR for the photovoltaic systems (solar panels) to be installed on the base. Adding that the City has met with Congressman Calvert with its concerns about the restaurant the Navy is planning within one of the historic buildings.

4. DISCUSSIONS:

A. Consideration of EDAC Internet Presence (*Chair Malone/Consultant Grody*)

Intern Newton reported on the potential of having an individual Subcommittee page on the City website.

City Manager Okoro explained the City's use of Facebook, and the new capabilities of the City's new website, which includes sending newsletters/agendas/etc. to residents who subscribe to the news and alerts program.

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

President/CEO Collins reported on the upcoming State of the City with a Taste of Norco, scheduled for March 26, 2015, beginning with the Taste of Norco at 5:30 p.m., followed by the presentation by Mayor Higgins at 7:00 p.m. She invited all members to attend.

C. Economic Development Update (*Econ. Development Specialist Grody*)

Specialist Grody proudly reported that the City is up for an Inland Empire Economic Partnership Award for business retention and expansion.

D. City Manager Update (*City Manager Okoro*)

City Manager Okoro shared that the City Council has asked Staff to implement a quarterly "Town Hall" meetings. City Staff is looking for a local group to host the quarterly meetings. City Manager Okoro stated that the City is approaching the end of the 2014/2015 Fiscal Year, and beginning to work on the next fiscal year's budget. City Manager Okoro also reported on the Silverlakes project, noting that the project will continue its ground breaking. He noted that an Oversight Board meeting is scheduled to address traffic calming on California Avenue and North Drive.

6. Next Regular Meeting Scheduled: March 24, 2015

7. ADJOURNMENT: Chair Malone adjourned the meeting at **9:30 A.M.**