



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



**EDAC Members:**

Kathy Azevedo, Council Member – arrived 8:23a.m.  
Kevin Bash, Mayor Pro Tem  
Ronak Desai, Community Business Representative  
Ed Dixon, Retired/Resident Representative  
Vicki Leonard, Community Business Representative – departed 9:19a.m.  
Patrick Malone, Community Business Representative – Chair  
Brad Renfree, Community Business Representative  
Melissa Villapando, Community Business Representative – Vice Chair  
Diane Collins, President/CEO, Norco Area Chamber of Commerce

**Absent Members:**

Michael Bell, Community Business Representative  
Bill Schwab, Retired/Resident Representative

**Staff Present:**

Andy Okoro, City Manager  
Roger Grody, Economic Development Specialist  
Steve King, Planning Director  
Brian Petree, Parks, Deputy City Manager/Director of Recreations and Community Services Department  
Diane Germain, Deputy City Clerk  
Kelli Newton, Economic Development Intern

CALL TO ORDER: **8:17 A.M.**

PLEDGE OF ALLEGIANCE: **Member Leonard**

**1. PUBLIC COMMENTS:**

Chair Malone presented a Certificate of Appreciation to the Electric Sign Subcommittee members, Ed Dixon and Bill Schwab, for their diligent work in getting an electrical sign for the City of Norco to be placed on Sixth Street.

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

- Regular Meeting of February 24, 2015

**M/S Dixon/Leonard** to approve the regular minutes for February 24, 2015, as written.

**AYES:** **Bash, Collins, Desai, Dixon, Leonard, Malone, Villapando**

**ABSTAIN:** **Renfree**

**ABSENT:** **Azevedo, Bell, Schwab**

**Motion Passed**

### 3. PRESENTATION:

#### A. Bed and Breakfast Zoning – *Planning Director King*

Planning Director King gave an overview of the allowance of this service, noting that Sixth Street corridor is the only location zoned for this type of business. He stated that, unfortunately, there aren't any lots along Sixth Street that are large enough to accommodate Bed and Breakfasts with horse boarding facilities. He also shared input from the Planning Commission, noting their reservations in allowing such use in residential neighborhoods due to concerns with traffic and noise, and the concern with competition with local hotels. Director King stated that the Planning Commission is still working on the points and conditions needed for such a service, including location, size of lot and parking issues.

Director King answered a few questions from EDAC members. In response to Chair Malone, Director King stated that a formal recommendation of support from EDAC to the Planning Commission to allow this type of business would be helpful, noting its recommendation of conditions.

Discussions ensued.

It was recommended that the Hospitality Subcommittee meet with Planning Director King to further discuss a recommendation.

### 4. SUBCOMMITTEES:

#### A. Strategic Reports:

- Electric Sign Subcommittee – *Schwab, Dixon, & Malone*

##### a) Progress Report / Update with advertising and policies/procedures

Member Dixon noted that the Subcommittee will be meeting very soon to begin discussions on setting policies and procedures. He stated that the subcommittee should have information for EDAC's review by the June meeting.

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

##### a) Progress Report / prototype for insert from Kelli Newton

Member Renfree requested clarification of the City of Norco's policy about social media, noting that it's the best mean to communicate with the outside to hit enormous amounts of people.

Specialist Grody reviewed previous discussions regarding social media use, adding that the subcommittees are to use the City's new website.

Deputy City Manager/Director Petree noted that the City also has a Facebook page to share information with the public.

Member Collins shared that Eastvale News is looking to expand in providing information about other surrounding communities, such as Norco. She reminded EDAC members that the Norco Area Chamber is also a Visitors Center, and asked that this subcommittee work with the Visitors Center.

Specialist Grody distributed an example insert which was used last year. Intern Newton noted that this is a basic format to be used.

B. Reports of Recent Activity:

- Business Enhancement Sub-Committee – *Bell, Malone, Villapando & NACC*  
Mayor Pro Tem Bash shared information about Silverlakes Equestrian and Sports Park, the Hamner Bridge and local hotels.

- Equestrian Activities Sub-Committee – *Azevedo, Dixon, Schwab & Villapando*  
Member Dixon presented a PowerPoint presentation to EDAC on a potential event for 2016, called Bulls, Barrels, Brats, and Beers. He gave the background on the special event, noting the objective to bring an event from the outside, with the hopes of attracting a PBR event to Norco. The subcommittee determined that the City would initially host the event and will provide seed money, with a potential date of October 11, 2016. This event includes barrel racing, bull riding, etc., with the potential of 2-3 food vendors and 1-2 retail vendors. He stated that the subcommittee interviewed stock contractors, noting that Hauser Group came in with the best cost and supplies. They also spoke with a group from Camp Pendleton, Hand to Horn Combat Rodeo Team, for their possible involvement. Non-profit groups will be approached to handle trash, clean up, parking, and other services as needed. In conclusion, he stated that an estimated event budget has been developed, an expense report provided, and this would be a viable event for Norco.

In response to Mayor Pro Tem Bash, this event will not replace Oktoberfest, it is a separate event.

Asked for approval from EDAC to move forward, make a recommendation to Council:  
**M/S Leonard/Villapando** to approve moving forward with the planning and making a recommendation to the City Council.

**AYES:** Azevedo, Collins, Desai, Dixon, Leonard, Malone, Villapando

**ABSTAIN:** Bash

**ABSENT:** Bell, Schwab

**Motion Passed**

- Film Norco Sub-Committee – *Bash, Desai & Leonard*  
Nothing to report at this time

- Navy Technology Sub-Committee – *Malone, Schwab & Renfree*  
Nothing to report at this time

5. DISCUSSIONS:

A. Update from the Norco Area Chamber of Commerce and Visitors Center  
President/CEO Collins invited all member to the State of the City scheduled on march 26, 2015, at Nellie Weaver Hall, which will include Taste of Norco. A possible E-waste to be scheduled in April, no date is yet set.

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

Nothing further to add to discussions.

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

City Manager Okoro provided an update on Silverlakes Equestrian and Sport Park, noting Phase I opening for September 2015. He stated that the Ad-Hoc Infrastructure Committee submitted a report to City Council, funding options were identified. The City Council took no action, recommended that the Committee take portions of the report to the respective commissions for additional discussions and recommendations. He shared that Budget Workshops are scheduled in May.

6. Next Regular Meeting Scheduled: April 28, 2015

7. ADJOURNMENT: Chair Malone adjourned the meeting at **9:23 a.m.**