



**AGENDA**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
JUNE 23, 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  
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 Michael Bell

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 April 28, 2015
3. SUB-COMMITTEES:
  - A. Strategic Reports:
    - Equestrian Activities Subcommittee – *Azevedo, Dixon, Schwab & Villapando*
      - a) Progress report
  - B. Reports of Recent Activity:
    - Business Enhancement Subcommittee – *Bell, Malone, Villapando & NACC*
    - Film Norco Subcommittee – *Bash & Leonard*
    - Hospitality Subcommittee – *Bell, Leonard & Renfree*
    - Navy Technology Subcommittee – *Malone, Schwab & Renfree*
  - C. Sixth Street Gateway Sign Policies & Procedures – *Electric Sign Subcommittee*
    - Finalize Review & Make Recommendation to City Council
4. DISCUSSIONS:
  - A. Silverlakes – Is Your Business Ready? (*Econ. Development Consultant Grody*)

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

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

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

5. Next Regular Meeting Scheduled: July 28, 2015

## 6. 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.