



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
2870 CLARK AVENUE
CONFERENCE ROOM "A"
APRIL 28, 2015



EDAC Members:

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

Absent Members:

Kathy Azevedo, Council Member
Kevin Bash, Mayor Pro Tem

Staff Present:

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

CALL TO ORDER: **8:15 AM**

PLEDGE OF ALLEGIANCE: **Chair Malone**

1. PUBLIC COMMENTS: **None**

2. GUEST SPEAKER: Brittney Carter, Visit California

Ms. Carter spoke about the booming tourism in California; showing the Committee the current tourism commercial currently showing on TV. She shared information on the process of how tourism promotion works, the need to be competitive and get a portion of the tourism market in California, making Norco a destination. Ms. Carter stated that over the last 8 years, tourism in California has grown by over 60 million dollars. The State's tourism market includes the States of Washington, Oregon, Nevada, Mexico, and Western Canada. She shared that a new California Welcome Center is coming to Ontario, which will be available to help Norco develop as a destination. Additional resources are available on the website *industry.visitcalifornia.com*, and a separate website is being developed for the public to view and get information.

In response to Consultant Grody, Ms. Carter stated that the Welcome Center will be located within the Greater Ontario Convention and Visitor Bureau located at the Ontario Mills Center, opening in July 2015.

In response to Member Renfree, Ms. Carter stated that the City can get involved with the Welcome Center via its website; highlighting that there are plans for restaurant month, trade shows, etc. adding that some programs are free and others have a cost.

Ms. Carter confirmed that distribution of informational material about the City, such as brochures, etc. is available. She will interface with the Norco Area Chamber of Commerce and Visitors' Center to help with resources, and help local businesses get involved. She also shared that anyone can attend meetings in Sacramento, the third Thursday each month; this could be a good opportunity to get Norco on the map of becoming a destination. Ms. Carter offered to meet with the Hospitality Subcommittee to help brand Norco, and get started.

3. SUB-COMMITTEES:

A. Reports of Recent Activity:

- Business Enhancement Sub-Committee – *Bell, Malone, Villapando & NACC*
Nothing to report at this time.

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

Member Schwab stated that the contractor plans are in review. Discussions on the policy and procedures are ongoing. The subcommittee has done research examples from outside area cities. A final decision will be made by the EDAC for recommendation to the City Council.

- Equestrian Activities Sub-Committee – *Azevedo, Dixon, Schwab & Villapando*
Nothing to report at this time; the Bulls Barrels and Beer project has been placed on hold temporarily until the budget has been completed.

Member Schwab provided a list from the Norco Horsemen's Association for the top ten trails to be refurbished. He shared suggestions given to him by Bonnie Slager, for additional information that could be provided within the Equestrian Resource Directory, at its next printing.

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

Nothing to report at this time.

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

Member Renfree provided an overview of the subcommittee's meeting with Planning Director Steve King; as he was the only member in attendance, another meeting will be rescheduled in order to discuss Bed-n-Breakfast possibility.

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

Chair Malone attended the Good Morning Corona breakfast meeting, at which Captain Murray, from the Navy base, on how local businesses can do business with the Navy. The Navy will be celebrating its 85th birthday on October 17, 2015, with a formal birthday ball. He shared that additional topics of discussion included freeway construction and events scheduled at Norco College.

4. DISCUSSIONS:

A. Update from the Norco Area Chamber of Commerce and Visitors Center
President/CEO Collins stated that the Chamber's network has grown by \$35,000; monthly luncheons continue at the Fairfield Inn. The next meeting will be catered by Sixth Street Deli, which is a new member of the Chamber. The Board of Equalization will be making a presentation at the luncheon. She shared that local business Compare Carpets will be having a BBQ Cookoff on Thursday, April 30th, at 4:30p.m.; it is to help raise funds for childhood cancer. The annual presentation of the Chamber's budget to the Norco City Council is coming soon. The Chamber is working on plans for its Labor Day Parade float.

Ms. Collins stated that she has been working on a web based calendar that can be used to highlight events in Norco, for which local groups will also have the opportunity to add to it and be able to provide links their own websites. She added that she would like to also add access to Silverlakes calendar, once it is up, and a Shop Norco link.

City Manager Okoro suggested that the Norco Area Chamber reach out to CarChamps to join, noting that the business will be very receptive. He also shared information on its Grand Opening coming soon, May 2nd at 9:00a.m.

B. Economic Development Update (*Econ. Development Specialist Grody*)
Nothing to add to today's conversations.

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

City Manager stated that a City Council Budget Workshop is scheduled on Wednesday, May 6th; Silverlakes work is progressing, and is on target to open by September 15th; there are several vacancies on the City Council and different Commissions, asking the Members to send anyone interested in serving to the City Clerk's Office for additional details; the deadline for applying for a Commission seat is May 28th; traffic enforcement continues and is a priority in the City; Les Schwab Tires' plan checks, at the corner of Third Street and Hamner Avenue, are completed and they are ready to begin work.

5. Next Regular Meeting Scheduled: May 26, 2015

6. ADJOURNMENT: Chair Malone adjourned the meeting at **9:23 AM**