



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



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
Gabriel Martin, Community Business Representative
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. INTRODUCTION AND OATH OF OFFICE OF NEW MEMBER (*City Clerk Link*)
 - Gabriel Martin
2. ELECTION OF CHAIR AND VICE CHAIR (*Term begin July 1, 2015*)
3. 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.
4. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)
 - Regular Meeting of May 26, 2015
5. SUB-COMMITTEES:
 - A. Realignment of Subcommittees
 - Member Assignments
 - B. Strategic Reports:
 - Business Enhancement Subcommittee – *Bell, Malone, Villapando & NACC*
 - a) Progress report
 - C. Reports of Recent Activity:
 - Electronic Sign Subcommittee – *Dixon, Malone & Schwab*
 - Equestrian Activities Subcommittee – *Azevedo, Dixon, Schwab & Villapando*
 - Film Norco Subcommittee – *Bash & Leonard*
 - Hospitality Subcommittee – *Bell, Leonard & Renfree*
 - Navy Technology Subcommittee – *Malone, Renfree & Schwab*

D. Establishment of Gateway Development Committee

6. DISCUSSIONS:

- A. Selection of an Advertising Salesperson for the Sixth Street Gateway Sign
 - Diana McGrew
- 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*)

7. Next Regular Meeting Scheduled: August 25, 2015

8. 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.