



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
MAY 26, 2015



---

**EDAC Members:**

Kathy Azevedo, Council Member – arrive 8:20 a.m. / left at 9:05 a.m.  
Kevin Bash, Mayor Pro Tem – arrive 8:20 a.m.  
Michael Bell, Community Business Representative  
Ed Dixon, Retired/Resident 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 (NACC) Representative

**Absent Member:**

Vicki Leonard, Community Business Representative

**Staff Present:**

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

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

PLEDGE OF ALLEGIANCE: **Vice Chair Villapando**

1. PUBLIC COMMENTS: **None**

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

- Regular Meeting of March 24, 2015

**M/S Dixon/Renfree** to approve the minutes of meeting of March 24, 2015, with a minor correction

**AYES:** **Bell, Collins, Dixon, Malone, Renfree, Schwab, Villapando**

**ABSENT:** **Azevedo, Bash, Leonard** **Motion Passed**

3. SUB-COMMITTEES:

A. Strategic Reports:

- Business Enhancement Subcommittee – *Bell, Malone, Villapando & NACC*
  - a) Progress report – Nothing to report
- Navy Technology Subcommittee – *Malone, Schwab & Renfree*
  - a) Progress report – Nothing to report

B. Reports of Recent Activity:

- Equestrian Activities Subcommittee – *Azevedo, Dixon, Schwab & Villapando*

Consultant Grody noted the excitement of Silverlakes Equestrian and Sports Park opening soon, Phase I will be opening in September 2015.

Intern Newton suggested that Norco needs to start promoting its self, including creating mock signs directing guests of the park to turn left, south, in the direction of Norco; adding that signs should be posted prior to park's opening.

Council Member Azevedo shared conversations she had with R.J. Brandes, regarding his plans to potentially offer discounts to locations in Norco for the park's guests, including restaurants and package deals of all types. She stated that only Norco will be promoted within the Silverlakes information flyers. Additional suggestions were to offer a trolley service from the park to the City, or small busses to transport guests to locations along Sixth Street.

Consultant Grody suggested that staff meet with the Silverlakes PR or marketing team. Stating that Miguel's Restaurant is its official caterer, and the point of sale will be Norco.

Diane Collins, NACC, stated that the Visitors' Center will get more traffic once Silverlakes is open; adding that she has plans for a small tourist guide listing the local hotels, restaurants and other miscellaneous services.

Council Member Azevedo added that communication is key for the local business, suggesting that local businesses should be advised of any large events so that they are prepared.

- Film Norco Subcommittee – *Bash & Leonard*  
Nothing to report
  
- Hospitality Subcommittee – *Bell, Leonard & Renfree*  
Nothing to report

C. Sixth Street Gateway Sign Policies & Procedures – *Electric Sign Subcommittee*

- Preliminary Review & Guidance

The subcommittee distributed a draft copy of the Policies and Procedures for EDAC members to review. Chair Malone suggested that all members review the information, ask questions, make comments on it, then voting would take place at a later meeting.

In response to Mayor Pro Tem Bash, Consultant Grody confirmed that the banners poles at Sierra Avenue will be coming down, but the poles located near California Avenue will remain.

Chair Malone guided the group through the draft document, noting that there will be lots of flexibility with the art work, such as bucking horses to advertise a rodeo. He stated that all City-run events will be free; noting the cost includes pricing assessment for maintenance. This project is financially sustainable; Chair Malone stated that he would like to finalize and take a vote on the document by the next regular meeting.

The EDAC consensus was that it is reasonable and an affordable means of advertising in comparison to other avenues available to local businesses and non-profits.

#### 4. DISCUSSIONS:

A. Update from the Norco Area Chamber of Commerce and Visitors Center  
President/CEO Collins shared that a new web site for the Norco Area Chamber is in the works; it will streamline processes, provided small businesses marketing tools, and have a calendar component on which anyone can submit an event to be placed on the calendar including nonprofit groups. She was hopeful that it should go live in 30-45 days. She shared that NACC will be making its annual report to the City Council in June; and the Military Appreciation Luncheon is on July 15, 2015, seats are still available.

B. Economic Development Update (*Econ. Development Consultant Grody*)  
Consultant Grody stated that Norco's economy is kicking into gear, it's becoming more popular with businesses. Coming to town soon is Jimmy John Sub Shop, in place of the previous Radio Shack location, and opening in the summer is Cowboy Joe's BBQ Sports Bar in the Town and Country Center; also a new Mexican seafood restaurant near Fourth Street.

C. City Manager Update (*City Manager Okoro*)  
City Manager Okoro stated that staff is in the middle of the budget process, for fiscal year 2015/2016. There have been two workshops so far, the process continues next Wednesday, June 3, 2015. He shared that based on the Governor's mandate to reduce water consumption by 30%, throughout California, the City Council will be discussing and potentially approve an emergency ordinance to mandate the residents' usage.

In response to Mayor Pro Tem Bash, City Manager Okoro stated that Consultant Grody has put together a plan to assist in attracting new businesses, describing the unique lifestyle of Norco and its benefits. It also contains information on how to promote Norco to increase economics in town. Consultant Grody has nominated Norco as a true western location, in the True West Magazine.

Mayor Pro Tem Bash suggested that the Sixth Street businesses, affected by closure of the street on parade days, should be allowed a special permit to set up in front of their store to attract parade attendees to their location.

5. Next Regular Meeting Scheduled: June 23, 2015

6. ADJOURNMENT: Chair Malone adjourned meeting at **9:21 a.m.**