



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
JUNE 23, 2015



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**EDAC Members:**

Kevin Bash, Mayor Pro Tem  
Michael Bell, Community Business Representative  
Vicki Leonard, Community Business Representative  
Patrick Malone, Community Business Representative – Chair  
Brad Renfree, Community Business Representative  
Diane Collins, Norco Area Chamber of Commerce Representative

**Absent Members:**

Kathy Azevedo, Council Member  
Ed Dixon, Retired/Resident Representative  
Bill Schwab, Retired/Resident Representative  
Melissa Villapando, Community Business Representative – Vice Chair

**Staff Present:**

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

CALL TO ORDER: **8:16 A.M.**

PLEDGE OF ALLEGIANCE: **Member Michael Bell**

1. PUBLIC COMMENTS: **None**

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

- Regular Meeting of April 28, 2015

**M/S Collins/Bash** to approve the meeting minutes of April 28, 2015, with minor corrections.

**AYES:** **Bash, Bell, Collins, Leonard, Malone, Renfree**

**ABSENT:** **Azevedo, Dixon, Schwab, Villapando**

**Motion Passed**

3. SUB-COMMITTEES:

A. Strategic Reports:

- Equestrian Activities Subcommittee – *Azevedo, Dixon, Schwab & Villapando*
  - a) Progress report – Nothing to report

B. Reports of Recent Activity:

- Business Enhancement Subcommittee – *Bell, Malone, Villapando & NACC*  
Nothing to report
- Film Norco Subcommittee – *Bash & Leonard*  
The subcommittee has not met.

Mayor Pro Tem Bash shared that a new film about the infamous Norco Bank Robbery of the 1980s is in development.

Member Leonard stated that she has reached out to potential production directors.

- Hospitality Subcommittee – *Bell, Leonard & Renfree*  
Nothing to report
- Navy Technology Subcommittee – *Malone, Schwab & Renfree*  
Nothing to report

Mayor Pro Tem Bash shared information regarding the restaurant coming soon to the Navy base, noting that, unfortunately, the point of sale is set to be San Diego.

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

- Finalize Review & Make Recommendation to City Council

Subcommittee members were not in attendance for this meeting.

Chair Malone indicated that all members were asked to review the draft document and provide comments via email to Consultant Grody, but none had been received by meeting time.

Member Leonard stated her concern with the cost for the local businesses, adding that small businesses could not afford the \$400 fee. She suggested that the costs begin at a lower level, and then increase as time passes and it proves itself.

Chair Malone suggested the option that smaller businesses could create a co-op to do a joint sponsorship. He further explained the reasoning behind the costs.

**M/S Renfree/Bell** to recommend that the City Council approves the Sixth Street Gateway Sign Policies and Procedures as written.

**AYES:** **Bash, Bell, Collins, Leonard, Malone, Renfree**

**ABSENT:** **Azevedo, Dixon, Schwab, Villapando**

**Motion Passed**

#### 4. DISCUSSIONS:

A. Silverlakes – Is Your Business Ready? (*Econ. Development Consultant Grody*)

Consultant Grody stated that the first event at the Silverlakes Equestrian and Soccer Park is scheduled for September, 2015. Balboa Group has offered to meet, assist and support local businesses; but it is for the Norco Area Chamber and EDAC to get the message out and share information with the local businesses about Silverlakes, and its upcoming opening. The City and NACC must be proactive in advertising and promoting Norco upon the park's opening, suggesting "Visit, Eat and Shop in Norco".

Mayor Pro Tem Bash commented on the look of Old Town Temecula, noting he would like something like it done in the location of Old Hamner Avenue. He asked if EDAC could assist in pushing a similar look which could adjoin Silverlakes property.

Chair Malone stated that the Business Enhancement Subcommittee look into this suggestion; discuss then bring suggestions to the group.

Consultant Grody offered to assist the Subcommittee, suggesting that a meeting be set soon, so that a recommendation could be made to the City Council in August.

B. Update from the Norco Area Chamber of Commerce and Visitors Center  
President/CEO Collins introduced Board Chair Michael Ryan. She invited members to the Military Appreciation Luncheon, which is coming soon; a multi-Chamber mixer is scheduled on July 9<sup>th</sup> at the Quaker Stadium, members were invited to attend; the NACC website has been up and working, sharing that it contains a lot of information for the general public. She invited members to the ribbon cutting ceremony for Fish-a-licious, located in Corona.

C. Economic Development Update (*Econ. Development Consultant Grody*)  
Consultant Grody shared information about the budget noting that due to the slight increase budgeted for the Economic Development Division, a marketing budget was provided to help promote Norco.

Consultant Grody stated that YESCO Sign Company has pulled their building permit, work is now in progress. He stated that the Sixth Street electronic sign should be complete by September 1, 2015.

D. City Manager Update (*City Manager Okoro*)  
City Manager Okoro was unavailable to attend the meeting due to a scheduling conflict.

5. Next Regular Meeting Scheduled: July 28, 2015

6. ADJOURNMENT: Chair Malone adjourned the meeting at **9:00 a.m.**