



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
AUGUST 25, 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  
Gabriel Martin, Community Business Representative  
Brad Renfree, Community Business Representative – Vice Chair  
Bill Schwab, Retired/Resident Representative  
Melissa Villapando, Community Business Representative  
Diane Collins, Norco Area Chamber of Commerce Representative

**Absent Members:**

Patrick Malone, Community Business Representative – Chair

**Staff Present:**

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

CALL TO ORDER: **8:21 A.M.**

PLEDGE OF ALLEGIANCE: **Member Ed Dixon**

1. PUBLIC COMMENTS: **None**

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

- Regular Meeting of June 23, 2015

**M/S Dixon/Bash** to approve the minutes of regular meeting of June 23, 2015, as written.

**AYES:** **Azevedo, Bash, Bell, Collins, Dixon, Leonard, Martin, Renfree, Schwab, Villapando**

**ABSENT:** **Malone**

**Motion Passed**

3. SUB-COMMITTEES:

A. Strategic Reports:

- Business Enhancement Subcommittee – *Bell, Malone, Villapando & NACC*
  - a) Progress report

In Chair Malone's absence, input could not be provided of the subcommittee's recent meeting.

Consultant Grody stated that the subcommittee will continue to review a list of potential businesses and report at the next regular meeting.

- Navy Technology Subcommittee – *Malone, Renfree & Schwab*
  - a) Progress report

Nothing to report

B. Reports of Recent Activity:

- Electronic Sign Subcommittee – *Dixon, Malone & Schwab*

Member Schwab shared that Ms. McGrew is busy soliciting for sponsorships for the sign. The estimated completion for the electronic sign is September 15. The subcommittee is working on a co-op type of sponsorship to be used by a coalition of small businesses.

Consultant Grody will agendize a presentation by Diana McGrew for the next meeting.

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

Nothing to report

Member Dixon announced that the Beer Brauts Barrels & Bulls Event is temporarily tabled for lack of funds. City Manager Okoro offered the seed money needed to help get the planning of the event off the ground.

Member Dixon asked for a volunteer to Chair the event; suggesting that the group work with PBR, noting that they generally prefer indoor arenas.

- Film Norco Subcommittee – *Bash & Leonard*

Nothing to report

Mayor Pro Tem Bash shared that the film of the 1980s bank robbery is in pre-production; he gave the producers a tour of the pertinent locations of the event.

- Hospitality Subcommittee – *Bell, Leonard & Renfree*

Nothing to report

- Gateway Development Subcommittee – *Azevedo, Bell, Martin & NACC*

Nothing to report

#### 4. DISCUSSIONS:

A. Update from the Norco Area Chamber of Commerce and Visitors Center (NACC)

President/CEO Collins provided the following updates:

- NACC website has launched successfully
- Captain Murray, Navy Base, spoke at the Membership meeting the previous week
- Board elections are coming soon
- NACC booth at the Norco Fair will display members' information
- NACC will have a new float in the Labor Day Parade on Monday, September 7; the theme is "Building a Unified Business Community"
- Candidates Forum is scheduled on October 1, at 6:00 p.m. at the American Legion

In response to Members, the moderator at the Candidates Forum will provide for two minutes opening statement, one minute to answer questions, and one minute closing statement. The NACC is asking the general public to provide questions for the candidates. It will be videotaped and available to view on YouTube.

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

Consultant Grody shared that the City will have a table at the annual ICSC Conference in San Diego in September; he, along with Planning Director King and Council Member Azevedo, will be attending. He indicated that a new restaurant is coming in at the previous Magic Wok location at Hamner Avenue and First Street. It is Pieology, a make-your-own pizza type of restaurant, reminiscent to Chipotle-type service. The latest restaurant to open, Scrambled Café, is doing very well; it is popular with the local crowd.

Consultant Grody stated he will check into a rumor that the Town and Country Center is up for sale; adding that the BBQ restaurant scheduled to open soon is progressing along.

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

City Manager Okoro reported that Silverlakes is on schedule, and will have a soft opening on Saturday, September 12 for a soccer event. City employees will be taking a tour of the property in a few days.

City Manager Okoro stated numerous Candidates Forum are being scheduled by local groups, there are seven candidates for three seats. The City has a new Finance Officer; he will invite her to the next regular meeting for introduction.

Mayor Pro Tem Bash suggested naming the two arenas at the George Ingalls Equestrian Center in conjunction with a large company for continued sponsorship, such as Purina.

Member Leonard suggested motorcycles races, etc. for George Ingalls Equestrian Event Center; adding that it generates a lot of money;

Consultant Grody suggested that the Equestrian Activities Subcommittee could look into these possible events.

Member Schwab shared that the Norco/Eastvale Rotary Club will have Bingo at the Norco Fair on Friday and Saturday.

Public Comments:

Ted Hoffman shared information on an arena in another state which has the same type of arenas, which changes its setting overnight from a motor race on Friday to a horse show on Saturday.

Lance Gregory shared information that the Parks and Recreation Commission and City staff is already working with a racing group to potentially bring an event to Norco.

5. Next Regular Meeting Scheduled: September 22, 2015

6. ADJOURNMENT: Vice Chair Renfree adjourned the meeting at **9:19 a.m.**