



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
SEPTEMBER 22, 2015



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**EDAC Members:**

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

**Absent Members:**

Kevin Bash, Mayor Pro Tem  
Diane Collins, Norco Area Chamber of Commerce Representative

**Staff Present:**

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

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

PLEDGE OF ALLEGIANCE: **Member Vicki Leonard**

1. PUBLIC COMMENTS:

Lance Gregory shared information on research he has done to stimulate sales taxes in Norco. He suggested that the group create workshops to assist small businesses grow, which will in turn assist with the City's tax revenue.

Member Dixon inquired if home-based businesses are monitored by the City for its potential tax base. City Manager Okoro explained the process followed by the Business License Division.

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

- Regular Meeting of July 28, 2015

**M/S Renfree/Villapando** to approve the regular meeting minutes of July 28, 2015, as presented at the meeting with minor corrections.

**AYES:** Azevedo, Bell, Dixon, Leonard, Malone, Martin, Renfree, Schwab, Villapando **Motion Passed**

**ABSENT:** Bash, Collins

- Regular Meeting of August 25, 2015

**M/S Dixon/Refree** to approve the regular meeting minutes of August 25, 2015, as presented at the meeting with minor corrections.

**AYES:** Azevedo, Bell, Dixon, Leonard, Malone, Martin, Renfree, Schwab, Villapando **Motion Passed**

**ABSENT:** Bash, Collins

### 3. SUB-COMMITTEES:

#### A. Strategic Reports:

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

Chair Malone discussed the list provided to the members on potential soccer-gearred businesses, for its review.

In response to Member Leonard, Council Member Azevedo gave an overview of the events scheduled at Silverlakes Park to date. Soccer events have been booked every weekend since its opening on September 12, 2015; December 13, 2015 will begin the equestrian events. Council Member Azevedo also shared the layout of Silverlakes Park, referring everyone to its website at silverlakespark.com.

City Manager Okoro stated that the schedule information will also be posted on the City's website.

- Equestrian Activities Subcommittee – *Azevedo, Dixon, Schwab & Villapando*
  - a) Progress report

Member Dixon stated that the Subcommittee has met to further discuss the Bulls, Barrels, Beers and Brauts Event, with a tentative schedule of October 2016. He again asked for a volunteer to Chair the event. Council Member Azevedo suggested an Oktoberfest theme for this event, based on its scheduled timing.

Council Member Azevedo shared that she and Deputy City Manager/Parks and Recreation Director Petree have met with Lucas Oil for potential long term sponsorship of the Moreno Arena, suggesting that money be earmarked to help maintain the arena. A follow-up meeting will be scheduled with the business owner.

#### Public Comment:

Ted Hoffman shared that the Mustang Makeover will not be coming back to Norco in 2016, they have moved the event to Texas; the Arab Horse Show has also been lost. He indicated that a few other events are coming up, the High School Rodeo and Police Rodeo.

Member Dixon stated that the Norco Fair Committee is switching the traditional Ranch Rodeo to a Bull Riding event as it is more popular.

- Film Norco Subcommittee – *Bash & Leonard*
  - b) Progress report

Nothing to report

B. Reports of Recent Activity:

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

a) Presentation by Diana McGrew, Advertising Salesperson

Chair Malone stated that the sign is under construction. Consultant Grody shared that it may be completed this week and operational by next week.

Diana McGrew provided an update on sales, noting that it has been a bit slow; she has reached out to many businesses and is receiving good responses. She has been in contact with YESCO to discuss the option of having up to four businesses share an advertisement slot, which will reduce the cost for smaller businesses.

Chair Malone commended on the progress to date; adding that the program is very exciting, and will be self-sustaining. He noted that there is a good possibility to build up revenue for future additional signs around town, such as at River Road and Hidden Valley Parkway. He pointed out that, unfortunately, graffiti has already shown up, but the sign was not yet complete, which will include anti-graffiti covering at the lower section of the poles.

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

Council Member Azevedo shared a communication from Ms. Collins of NACC; a Subcommittee meeting will be set once she returns to the office.

- Hospitality Subcommittee – *Bell, Leonard & Renfree*

Nothing to report at this meeting; a Subcommittee meeting is scheduled Friday, September 25, 2015.

- Navy Technology Subcommittee – *Malone, Renfree & Schwab*

Chair Malone shared information provided by a Navy representative regarding an event called Technology Rodeo in Norco; further information will be provided when available. The Navy is working with NACC on this special event.

4. DISCUSSIONS:

A. Update from the Norco Area Chamber of Commerce and Visitors Center  
NACC representative was not available to attend the meeting to share information.

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

Consultant Grody shared his experience at the ICSC Conference, which took place the previous week, in San Diego, noting that it was very productive. He attended the event with the City's team consisting of Mayor Pro Tem Kevin Bash, Council Member Kathy Azevedo, Planning Director King and himself. He commended the efforts of Intern Newton for all her hard work; she creating the backdrop used, and noted that the Norco booth was the best looking presence of all the Cities there. Consultant Grody stated that valuable contacts were made for retail, hotels, restaurants, etc. He will be enlisting a couple of the Subcommittees to assist with a follow up with the contacts made.

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

- Introduction of new Finance Officer, Gina Schuchard

City Manager Okoro suggested that local businesses be contacted to get an overview on how their businesses have done since the opening of Silverlakes, such as gas stations, restaurants, etc. He stated that he had attended two weekends of events at Silverlakes; he spoke with some of the parents of the players and the consensus is that the park is first class, a great lay out, the teams liked the secluded setting, and noted that this location is much better than many other locations the soccer families have been to. City Manager Okoro shared that the first week hosted 200 teams and the second had 150 teams attending.

Member Dixon asked if a questionnaire can be developed for EDAC Members to go visit the local businesses to get a sense on how well they did with Silverlakes being open.

City Manager Okoro introduced Gina Schuchard, the City's new Finance Officer, sharing her area of education and experience. The group welcomed Ms. Schuchard to the City.

Member Schwab asked about security of the electronic sign, such as cameras, due to potential graffiti. City Manager Okoro stated plenty of power available along Sixth Street to accommodate the potential addition of security cameras.

5. Next Regular Meeting Scheduled: October 27, 2015

6. ADJOURNMENT: Chair Malone adjourned the meeting at **9:19 A.M.**