



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
2870 CLARK AVENUE
CONFERENCE ROOM "A"
OCTOBER 27, 2015



EDAC Members:

Kathy Azevedo, Council Member (arrived 8:17 a.m.)
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
Brad Renfree, Community Business Representative – Vice Chair
Diane Collins, Norco Area Chamber of Commerce Representative

Absent Member:

Gabriel Martin, Community Business Representative
Bill Schwab, Retired/Resident Representative
Melissa Villapando, Community Business Representative

Staff Present:

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

CALL TO ORDER: **8:15 A.M.**

PLEDGE OF ALLEGIANCE: **Chair Patrick Malone**

1. PUBLIC COMMENTS: **None**
2. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)

- Regular Meeting of September 22, 2015

M/S Bash/Renfree to approve the minutes for the regular meeting of September 22, 2015 as written.

AYES: Bash, Bell, Dixon, Leonard, Malone, Renfree

ABSTAIN: Collins

ABSENT: Azevedo, Martin, Schwab, Villapando

3. SUB-COMMITTEES:

A. Strategic Reports:

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

Chair Malone provided information on the Tech Rodeo to take place on November 6, 2015, at the Fairfield Inn on Hamner Avenue, Norco, at 2:00p.m.-5:00p.m. The event is being hosted by a private company attempting to bring in companies to work with the Navy. A flyer was distributed providing additional information.

B. Reports of Recent Activity:

- Business Enhancement Subcommittee – *Bell, Malone, Villapando & NACC*

Consultant Grody stated that based on leads provided by Chair Malone, he has received one response from a national soccer store. A meeting between the store chain and staff, including Chair Malone, will be scheduled. Consultant Grody will continue to follow up with other potential leads.

City Manager Okoro gave stats on the soccer schedule coming to Silverlakes; noting the need to get a specialized store in Norco.

Mayor Pro Tem Bash suggested staff contact Ken's Sporting Goods, noting that the store is getting ready to expand its soccer supplies. He stated that R.J. Brandes will also attempt contact with the store on behalf of Silverlakes.

- Electronic Sign Subcommittee – *Dixon, Malone & Schwab*
 - Advertising Sales Update – Diana McGrew

Diana McGrew provided an update on advertising sales; currently 32 businesses and 5 non-profits are utilizing the Sixth Street Electronic Sign. She shared that new businesses are coming soon include Bob's Big Boy Restaurant, Floor n Décor, and Hampton Inn. Ms. McGrew confirmed that ads currently run on 8-second cycles.

Consultant Grody commended Ms. McGrew's work on the ads, doing a tremendous job. After the First Quarter, he and City Manager Okoro will make a presentation to EDAC and the City Council.

- Review of Policies & Procedures

Consultant Grody noted that a policy modification may be needed regarding the sign being dark between the hours of midnight to 4:00 a.m., which will need to be brought to the City Council for approval. YESCO suggested having the sign run 24/7, as a dark screen is an open invitation for graffiti.

Motion by Chair Malone to update the policy to run the sign 24/7, and add 80% illumination; the motion died due to a lack of a second. Chair Malone stated this item will be sent back to the Subcommittee for further discussion.

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

Member Dixon stated the Subcommittee has not met; no committee report given.

Council Member Azevedo gave an overview of a meeting she and Deputy City Manager Brian Petree had with Lucas Oil, on the prospect of sponsoring events in Norco. She also shared that, with the assistance of resident Bob Hicks, Monster Energy Company has been approached and is in talks with City staff on a possible Oktoberfest event in 2016.

Member Dixon suggested that the Subcommittee meet with Bob Hicks and his group for further discussion.

- Film Norco Subcommittee – *Bash & Leonard*

The Subcommittee has not met; no committee report given.

Mayor Pro Tem Bash shared that the 1980s bank robbery production crew is still looking over the City, as well as other locations for filming. He invited everyone to the 3rd Annual Film Festival on February 13, 2016, the bat-mobile will be on display and Burt Ward, Robin from the TV series, will join the festivities.

Consultant Grody shared that he is receiving calls-of-interest from reality TV programs. He also reminded the Committee that the CGI agreement, producer of short-films on Norco shown on the City's website, is coming up on three years and needs to be updated. He will be meeting with CGI to review new options and will report to the Subcommittee.

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

The Subcommittee has not met; no committee report given.

- Hospitality Subcommittee – *Bell, Leonard & Renfree*

Vice Chair Renfree stated that the Subcommittee has met with staff regarding expanding the flyer program, which has been very successful. It was suggested that two additional flyers be produced, one for restaurants and retail, and another for hotels and services. He mentioned the possibility on setting up a kiosk at the Silverlakes Park during events, to provide information to the public on Norco. Vice Chair Renfree shared a few suggestions from the Subcommittee, such as using the electronic signs located at school properties to help advertise City events, have an internship program for Norco College students and high school Seniors, which would provide an opportunity to introduce the students to civic service.

Consultant Grody commended these ideas, but stated that these are not hospitality issues, sharing that the City has an internship-type program through Human Resource.

Vice Chair Renfree suggested that EDAC provide information for new businesses, assist in its start out in Norco. Intern Newton stated that she has been working on the City's website, an economic development page which will provide information for all businesses, including City procedures for new comers.

Discussions ensued on suggested new businesses that could be enticed to come to Norco.

Chair Malone passed out a worksheet to the Members, asking that each to evaluate their assigned Subcommittee on current work and its goals for 2016. He asked that the evaluations be returned to Consultant Grody when completed.

4. DISCUSSIONS:

A. Discuss potential for a Farmers' Market

Member Dixon asked for this discussion, noting that time to bring this event back has come, asking that the Committee evaluate its potential. He suggested the use of either the Riley Gym parking lot, Norco College or the Ranch Land Center parking lots.

Consultant Grody suggested that it should be professionally managed for it to succeed. He shared information on a previous Farmers Market which failed after a few months. This could be an expenditure the City doesn't have funds for.

B. Preliminary Update on Silverlakes Economic Impact Survey

Consultant Grody stated that the Business Enhancement Subcommittee volunteered to assess the impact the Silverlakes on local businesses in its first few months. Surveys were sent out to 76 Norco businesses that guest of the park may have visited. Sixteen responses were received; he noted that he was hopeful that more input will be received. He stated that the surveys received were very positive and requesting more information, such as the Park's schedule. A few of the businesses reported a 5-10% increase on the weekend of events. He invited other EDAC Members to assist with distribution of surveys in order to get a better grasp on the Silverlakes Park impact.

Member Dixon shared having some difficulty getting survey responses from businesses owed by Asian individuals.

City Manager Okoro suggested that Members, with the assistance of staff, develop relationships with local businesses which will make the process easier.

Mayor Pro Tem Bash shared that he drove around Norco the opening weekend and noticed that most eateries were busy; adding that on the second weekend, he was told that some restaurants ran out of food. This included businesses as far as Hidden Valley Parkway. He also visited the City of Eastvale and noticed soccer families there too.

Public Comment:

- Ted Hoffman gave an overview on how the Yelp app is used by many sports families that travel. He suggested that the venue and local businesses should make themselves known on the app.

C. Update from the Norco Area Chamber of Commerce and Visitors Center
Diane Collins, President/CEO, provided an update on upcoming Chamber events. Board election ballots are being mailed soon; followed by the Installation Dinner scheduled on January 28, 2016; and interviews of Norco College students to work/intern at the Chamber. The Chamber is working on a program to assist businesses that are land-locked during parades along Sixth Street.

D. Economic Development Update (*Econ. Development Consultant Grody*)
Nothing further to update.

E. City Manager Update (*City Manager Okoro*)
City Manager Okoro indicated that City Council approved seed money for the Hamner Avenue Bridge Project; it is now being presented to the City of Eastvale City Council for their share of the funding. The City Council has also approved partial funding for the Norco Auto Mall Sign upgrade. City Manager Okoro shared that the FY 2015 sales tax has increased by 5.5%, which is consistent with State level; adding that the TOT has also increased. He reported on the Town Hall Meeting which took place the previous evening, Capital Improvement Projects was reviewed along with a Silverlakes update.

5. Next Regular Meeting Scheduled: January 26, 2015
Dark for November 24 and December 22, 2015

Chair Malone asked for a Special Meeting in early December to review Subcommittees' questionnaire; December 1, 2015, was discussed. Staff will check availability of a venue and notify EDAC Members.

6. ADJOURNMENT: Chair Malone adjourned the meeting at **9:37 A.M.**