



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
SPECIAL MEETING  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
DECEMBER 8, 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  
Gabriel Martin, Community Business Representative  
Bill Schwab, Retired/Resident Representative  
Mike Neal, Chairman, Norco Area Chamber of Commerce

**Absent Members:**

Ed Dixon, Retired/Resident Representative  
Brad Renfree, Community Business Representative – Vice Chair

**Staff Present:**

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

**Guest:**

Ted Hoffman, Council Member

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

PLEDGE OF ALLEGIANCE: **Chair Malone**

1. PUBLIC COMMENTS: **None**

2. STRATEGIC PLANNING OF EACH SUBCOMMITTEE:

Chair Malone opened discussions, reviewed the strategic planning of each Subcommittee. The Subcommittees were asked to fill out a planning worksheet, four of the seven has been turned in; each are asked to do two project reports to EDAC throughout 2016.

Consultant Grody noted how difficult it has been for some of the Subcommittees to meet; he asked for suggestions on how to facilitate this matter. Each Subcommittee must be accountable for their goals.

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

Suggested working with Jennifer Stewart, Navy Technology Development at the Navy Base, to potentially bring in new technology businesses, consistent with the City strategy and lifestyle; and help develop technology courses for Norco College.

- Business Enhancement Subcommittee – *Bell, Malone, Villapando & NACC*  
Suggested investigate compatible businesses, develop list of prospects, increase business base in areas other than vehicle and fuel sales tax, and research for equine event housing potential.

In response to Member Schwab, NACC President Collins explained the percentage of car sales tax that Norco receives, noting that the buyer's residence city also receives a small portion of the taxes paid.

It was agreed that diversity is key, and must concentrate on other areas of tax base, besides auto sales and gas taxes, as it fluctuates dramatically.

- Electronic Sign Subcommittee – *Dixon, Malone & Schwab*  
Member Schwab stated that the charter was the Sixth Street Gateway Electronic Sign, which has been completed. The current goal is to keep advertisement filled. While YESCO is currently uploading the ads onto the sign, Ms. McGrew is doing all the art work. YESCO is to train City staff within six months to do programming and graphics. The next step is to begin development of an additional sign on the south side of town. Businesses should purchase ad for three months in order to see benefit results.

- Equestrian Activities Subcommittee – *Dixon, Schwab & Villapando*  
Subcommittee Strategic Planning Worksheet not provided.

- Film Norco Subcommittee – *Bash & Leonard*  
Subcommittee Strategic Planning Worksheet not provided.

Mayor Pro Tem Bash spoke about the upcoming 3<sup>rd</sup> Annual Film Festival, February 18, 2016; sharing that TV's Robin, Burt Ward, will be in attendance, in celebration of the Batman TV Show Anniversary. This festival has been very successful.

Consultant Grody stated that a location scout has been very interested in Norco; plans are to bring colleagues for a visit, suggesting that Mayor Pro Tem Bash hosts the guests to visit potential sights.

- Gateway Development Subcommittee – *Bell, Martin & NACC*  
Subcommittee Strategic Planning Worksheet not provided.

Mayor Pro Tem Bash noted the urgency of this subject before too many hodge-podge businesses comes into the area.

Consultant Grody suggested that Planning Director King be brought into the discussions.

- Hospitality Subcommittee – *Bell, Leonard, Renfree & NACC*  
Member Bell reviewed information provided on the planning worksheet, provide strategic guidance and tactical support in achieving increased increased revenues, promoting activities, and Norco lifestyle to increase destination visits. Suggested the use of social media, trip advisories, create marketable opportunities, and offered to work closely with the Norco Chamber.

Intern Newton suggested an app, which is less costly and easy to adjust details as information changes quickly.

Council Member Hoffman suggested using Yelp; create concentrated material for individual events; share material with local hotels to provide to guests giving suggestions on what to do during their stay in Norco.

Consultant Grody stated that local businesses need to learn to use the social media to their advantage, make their presence noticeable.

### 3. FARMERS' MARKET:

To further discussions on a Farmers' Market, Consultant Grody outlined the benefits and concerns. It would provide support to local farmers, setting should be a community atmosphere and a professional management is of the essence for success. Professional management can cost \$8,000-\$25,000 a year; resources are needed to support this type of project. He stated that if EDAC desires to pursue this, he will do additional investigation, for potential sights, cost to the City, etc.

Mayor Pro Tem Bash noted that the prior Farmers' Market, a few years back, did not have the community support, and as such failed.

Council Member Ted Hoffman suggested that it be coordinated with other City events such as Concerts in the Park, held in the summer time, on Friday evenings, and at Pikes Peak Park.

Consultant Grody stated he will provide additional details at a future meeting.

### 4. CGI COMMUNICATIONS VIDEOS:

Consultant Grody gave an overview of services CGI Communications offers. He shared that this company is supported by the League of California Cities and the National Mayors Coalition. Three years ago they produced videos for free to the City, paid for by local businesses sponsorship and advertisement within the video pages on the City's web site. With new technology, a better production is available. A few of the current videos were viewed by the Members; it was noted that the City has the option to do an eighth video of the City's choosing. Consultant Grody asked for input as to the continuance of this service; new videos to be produced, adding new businesses to advertise. A letter of interest, advising legitimacy of this venture, from the City will be provided as an introduction of CGI to local businesses.

**M/S Schwab/Malone** to continue the service with CGI communications, having the Film Subcommittee involved with scripting and working with CGI.

**AYES:**

**Unanimous**

**Motion Passed**

5. ADJOURNMENT: Chair Malone adjourned the regular meeting at **9:17 a.m.** to the next regular meeting, January 26, 2016.