



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
2870 CLARK AVENUE
CONFERENCE ROOM "A"
JANUARY 26, 2016



EDAC Members:

Kevin Bash, Mayor
Ted Hoffman, Council Member
Michael Bell, Community Business Representative
Diane Collins, Norco Area Chamber of Commerce Representative (NACC)
Ed Dixon, Retired/Resident Representative
Patrick Malone, Community Business Representative – Chair
Gabriel Martin, Community Business Representative
Brad Renfree, Community Business Representative – Vice Chair
Bill Schwab, Retired/Resident Representative

Members Absent:

Vicki Leonard, Community Business Representative

Guest:

Mike Ryan, Chairman of the Board, NACC

Staff Present:

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

CALL TO ORDER: **8:20 a.m.**

PLEDGE OF ALLEGIANCE: **Vice Chair Brad Renfree**

1. INTRODUCTION AND OATH OF OFFICE:

New EDAC Member, Scott da Rosa
Deputy City Clerk Germain administered the Oath of Office to newly appointed Member Scott da Rosa.

2. PUBLIC COMMENTS: **None**

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

- Regular Meeting of October 27, 2015

M/S Bash/Schwab to approve the regular meeting minutes of October 27, 2015, as written.

AYES: **Bash, Bell, Collins, da Rosa, Dixon, Hoffman, Malone, Martin, Renfree, Schwab**

ABSENT: **Leonard** **Motion Passed**

- Special Meeting of December 8, 2015

M/S Bash/Hoffman to approve the special meeting minutes of December 8, 2015, as written.

AYES: **Bash, Bell, Collins, Hoffman, Malone, Schwab** **Motion Passed**

ABSENT: **Leonard**

ABSTAIN: **da Rosa, Dixon, Martin, Renfree**

4. GOAL SETTING:

A. Role of EDAC in Economic Development

Chair Malone reviewed the role of EDAC, and its purpose, based on the Council adopted Resolution 2014-40. He emphasized the need to focus on making recommendations to the City Council, focusing on tax revenue options, especially since Silverlakes Park's opening.

B. Subcommittee Calendar for 2016

Intern Newton distributed a subcommittee calendar for 2016, showing when each group is scheduled to make a presentation to the EDAC.

Consultant Grody asked that each subcommittee keep on task, and focus on achievable, small and realistic goals.

Chair Malone stated that upon reviewing each group, he and staff made a few changes, creating one new subcommittee and dissolving others in order to refocus each teams' efforts.

Mayor Bash asked that the Film Norco Subcommittee include the Annual Film Festival as one of its projects, adding that the Riverside County Film Commission is very supportive of the festival. He also suggested that Silverlakes be approached to suggest that a Farmers' Market be held during soccer tournaments, he stated that he had attended such an event in another City and it was very successful.

Consultant Grody shared that he has spoken with a Farmers' Market specialist on a potential event, and asked that the newly formed Special Event Subcommittee schedule a meeting with her.

C. New Subcommittee Assignments (current assignments provided):

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

New assignments were set, based on recent changes to the EDAC appointments; this subcommittee's Members are Scott da Rosa, Patrick Malone, Brad Renfree and Norco Area Chamber of Commerce. Consultant Grody offered to set up a meeting with a regional soccer store soon.

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

Member Schwab commended the Finance Department for creating the new billing process for the Electronic Sign usage. In response to his inquiry, Consultant Grody will follow up with the Public Works Department regarding the trimming of trees surrounding the sign footing. Member Schwab stated he will be setting a meeting soon in order to review costs.

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

This subcommittee is dissolved, and will mobilize as needed.

Member Dixon provided an update on the plans for a Bulls, Barrels, Beer and Brauts Event; to be scheduled the weekend of October 8, 2016. He shared that Council Member Hoffman was appointed as the Chair of the event. The group is considering a joint venture with an Oktoberfest themed weekend, with this event being held on Saturday night while other Oktoberfest activities are held throughout the weekend.

- Film Norco Subcommittee – *Bash & Leonard*

Joining the current Members are Michael Bell and Gabriel Martin.

Mayor Bash shared that he has received requests for potential locations; noting that a local resident has filmed here three films in past two years.

Consultant Grody and Intern Newton have met with CGI; a visit is planned during Horseweek in order to film some of the events, which will be included in the shorts placed on the City's website. Scheduled in April, will be a review of preliminary scripts by the Subcommittee.

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

A reorganization of this subcommittee was done; the Members assigned are Council Member Hoffman, Patrick Malone, Gabriel Martin and Norco Area Chamber of Commerce.

It was suggested that the subcommittee work with the Planning Department on the development of the egg ranch property.

Member Bell stated that zoning options along Old Hamner has been reviewed, suggesting options to bring in revenue to the area, such as artisan type businesses; transportation for Silverlakes and Ingalls events participants should be considered, for ease of traffic congestion and allow the visitors to venture and spend time in Norco during their visit.

City Manager Okoro confirmed that the library is scheduled to move in late spring, early summer; but cautioned that details need to be ironed out before plans move forward. He added that this venture will take a lot of work, including a master plan development and an economic study would need to be done, which is costly.

Mayor Bash suggested that the Horsetown USA Hall of Fame and artisans could be incorporated to use the current library building.

- Hospitality Subcommittee – *Bell, Leonard & Renfree*

Nothing to report; a Member joining this subcommittee is the Norco Area Chamber of Commerce.

- Navy Technology Subcommittee –

This subcommittee is dissolved, and will mobilize as needed.

5. DISCUSSIONS:

A. Attendance Policy and Review of Attendance for EDAC Members

Deputy City Clerk Germain reviewed the attendance policy, based on adopted Council Resolution 2014-40; noting that current Members are adhering to the condition.

B. Update from the Norco Area Chamber of Commerce and Visitors Center

Diane Collins, President/CEO, stated that Board Elections were held, the new Board Members consist of Michael Ryan, Chair; Dr. Jesus Martinez, Vice Chair; Ted Rozzi, Treasurer; David Bisaha, Glenda Chavez, Ashley Etchison, Joseph Grunebach, Chris Muller, Mike Quraishi, and Galen Walker. She stated that the current focus for the Chamber is the upcoming Installation Award Dinner; and the State of the City, scheduled March 31, 2016, which will include a Taste of Norco; all members are invited to attend both events.

Mike Ryan, Board Chair, spoke regarding the long term plans discussed at the Executive Board planning meeting in December, 2015; topics included Silverlakes opening, helping existing businesses with growth, and creating a joint venture between a business and hotel to provide package options for visitors.

Ms. Collins stated that the NACC website's community calendar is up and running, allowing local groups, members and non-members, to add their special events to it. She suggested that Silverlakes and the City add their schedule to the NACC calendar, as well as their webpage link. The general public will have access to the information. Ms. Collins also mentioned that since Silverlakes' opening, the Hampton Inn continues to be sold out and the Black Horse Tavern has had record setting days. Mayor Bash shared that Sixth Street Deli has also been very busy, currently has a reservation for 30 guests on Saturday; and The Original Pancake House also has had great success.

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

Consultant Grody provided an overview of the previous night's Town Hall Meeting; sharing that the tax base keeps growing since Silverlakes' opening. Restaurants had an 8.6% increase when comparing October 2015 to the previous year; gas stations at 14% increase; and convenience stores over 16% increase. These are good stats, and can only get better with the State Cup coming in three months. Consultant Grody stated that he will be setting up a meeting soon between the Special Event Subcommittee and Gretchen Sturling, Farmers Market specialist, to begin discussions on bringing the event back to Norco. He also shared that a hospitality show is coming to Long Beach Convention Center; entrance is free, adding that the City would like to participate in 2017.

Council Member Hoffman suggested that Norco attend the ICSC in Las Vegas in May 2016, to continue networking with contacts made in San Diego. Consultant Grody indicated that he has received 8-10 inquiries from potential hotel chains; adding that the Inland Empire is an under-utilized market and that Norco, due to Silverlakes, is attractive and well positioned for this type of revenue market.

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

City Manager Okoro stepped out to attend a scheduled meeting; no update was provided.

6. Next Regular Meeting Scheduled: **February 23, 2016**

7. ADJOURNMENT: Chair Malone adjourned the meeting at **9:20 a.m.**