



**CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
REGULAR MEETING MINUTES**

Tuesday, February 23, 2016
Conference Room A, 2870 Clark Avenue, Norco, CA 92860

CALL TO ORDER: 8:15 a.m.

ROLL CALL:

Present: Patrick Malone, Chair
Brad Renfree, Vice Chair
Kevin Bash, Mayor/EDAC Member
Michael Bell, EDAC Member
Diane Collins, NACC/EDAC Member
Scott da Rosa, EDAC Member
Ed Dixon, EDAC Member
Ted Hoffman, Council Member/EDAC Member
Vicki Leonard, EDAC Member
Bill Schwab, EDAC Member

Absent: Gabriel Martin, EDAC Member

PLEDGE OF ALLEGIANCE: Member Bill Schwab

1. PUBLIC COMMENTS: **NONE**
2. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)
 - Regular Meeting of January 26, 2016

M/S Renfree/Collins to approve the regular meeting minutes of January 26, 2016, as presented with changes. The motion was carried by the following roll call vote:

AYES: BASH, BELL, COLLINS, DA ROSA, DIXON, HOFFMAN, LEONARD, MALONE, RENFREE, SCHWAB

NOES: NONE

ABSENT: MARTIN

ABSTAIN: NONE

3. SUBCOMMITTEES:
 - A. Reports on Recent Activities:
 - Business Enhancement Subcommittee – *da Rosa, Malone, Renfree & NACC*

Chair Malone stated that the subcommittee met and reappointed him as the chair. In their meeting, the subcommittee discussed bringing new businesses into the City. Member da Rosa stated that the subcommittee will focus their efforts on targeting specific types of businesses that will benefit the community. The members established subcommittee meeting dates for the next three months and will create a list of potential businesses at their next meeting.

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

Member Schwab stated that the subcommittee met and reappointed him as the chair. In their meeting, the subcommittee discussed the sign's year-to-date cost figures. Member Schwab stated that advertisements do not seem to be coming in as fast as they did during the first month of operation. He also stated that Diana McGrew, the sign's Marketing Director, will begin to contact national brands as potential advertisers. The subcommittee will meet with Patty Ireland to discuss a cost model for City advertisements that is comparable to the discontinued banner program. The subcommittee will then revise the policies/procedures and the cost model of the sign.

- Film Norco Subcommittee – *Bash, Bell, Leonard & Martin*

The subcommittee has not met and had nothing to report.

- Gateway Development Subcommittee – *Hoffman, Malone, Martin & NACC*

The subcommittee has not met and had nothing to report.

- Hospitality Subcommittee – *Bell, Leonard, Renfree & NACC*

Vice Chair Renfree stated that the subcommittee met and reappointed him as the chair. In their meeting, the subcommittee discussed two tasks: 1) providing updates on leveraging SilverLakes to boost retail business in Norco and 2) assessing the feasibility of attending the 2017 Los Angeles Travel and Adventure Show. Consultant Grody provided further explanation about the trade show, stating that it is similar to the International Conference of Shopping Centers (ICSC), which the City attended in September 2015, but is geared to the hospitality industry (i.e. travel agents/editors). Member Leonard stated that the subcommittee will meet with the Business Enhancement subcommittee to discuss other ventures, including ways to enhance the City's reputation as a place to do business. Vice Chair Renfree stated that the subcommittee will contact Kathy Azevedo, a representative from SilverLakes, to discuss ways that the City can have a presence on the SilverLakes property. Council Member Hoffman recommended that the subcommittee pursue ways to increase City signage throughout the property. Vice Chair Renfree stated that the subcommittee will develop tactics to provide information to attendees before they arrive at an event at SilverLakes.

- Special Project Subcommittee – *da Rosa, Dixon, Hoffman & Schwab*

Member Dixon stated that the subcommittee has met several times and appointed him as the chair. In their meeting, the subcommittee began to research the feasibility of a farmer's market. Member Dixon stated that he appointed Member da Rosa to lead the farmer's market efforts. Member da Rosa stated that the subcommittee discussed locating the farmer's market near the Community Center and incorporating the Concerts in the Park series with the market. After light networking, Member da Rosa stated he has four vendors who would be interested in participating in the farmer's market. Consultant Grody stated that the subcommittee will meet with Gretchen Sterling, a farmer's market manager, to look at the estimated cost and the general logistics of organizing a farmer's market. He recommended that a market be professionally managed and stated that it needs to be sustainable all year long, as Concerts in the Park is only a six week series. Mayor Bash asked if RJ Brandes of SilverLakes had been

approached to host a farmer's market at the south end of the property. Council Member Hoffman stated that the market needs to be inviting and that SilverLakes could be a possibility in the future, once the construction is completed. City Manager Okoro stated that a similar item regarding a local church's farmer's market will be presented to the City Council. City Manager Okoro and Consultant Grody stated that the subcommittee's project efforts should proceed, but should not duplicate the church's efforts.

Member Dixon also stated that Council Member Hoffman is the chair of the Oktoberfest: Bulls, Beers and Brats event. Council Member Hoffman stated that the subcommittee is analyzing the logistics of using parts of the George Ingalls Equestrian Event Center property and has decided to discontinue the "Barrels" component of the event, as it did not prove to be cost effective. He stated that the subcommittee's goal is to determine if the event is economically feasible and if it will be cost-effective. Member Dixon stated that he has prepared a preliminary budget for the event, which demonstrates that the event will be a profitable venture. Member Dixon asked City Manager Okoro if EDAC could solicit event volunteers through the City's communication mediums, including the Weekly Highlights and the website. City Manager Okoro agreed.

Following the subcommittee reports, Intern Newton distributed an updated version of the 2016 Subcommittee Calendar.

4. APPOINTMENTS:

A. City Council Special Events Committee (two appointments)

Council Member Hoffman explained that the City Council agreed to form a special events committee. The group will encourage citizen input on events and will work as a think-tank to generate ideas that will enhance event business in Norco. The committee will consist of two Parks and Recreation Commissioners, two EDAC members, and two Streets and Trails Commissioners. The group will be tasked with creating a categorical list of events that would be relevant in Norco. City Manager Okoro recommended that the title "Special Events Committee" be changed to "Special Events Discussion Group."

M/S Bash/Malone to appoint Bill Schwab and Vicki Leonard to the City Council Special Events Committee. The motion was carried by the following roll call vote:

AYES: BASH, BELL, COLLINS, DA ROSA, DIXON, HOFFMAN, LEONARD, MALONE, RENFREE, SCHWAB

NOES: NONE

ABSENT: MARTIN

ABSTAIN: NONE

B. Planning Commission Study Group (two appointments)

Consultant Grody and City Manager Okoro explained that the Planning Commission is forming a study group to analyze development opportunities at the Egg Ranch property, as well as other sites as they become applicable. The study group will consist of two EDAC members and two Planning Commissioners.

M/S Leonard/Malone to appoint Scott da Rosa and Diane Collins to the Planning Commission Study Group. The motion was carried by the following roll call vote:

AYES: BASH, BELL, COLLINS, DA ROSA, DIXON, HOFFMAN, LEONARD, MALONE, RENFREE, SCHWAB

NOES: NONE

ABSENT: MARTIN

ABSTAIN: NONE

5. DISCUSSIONS:

A. Norco Area Chamber of Commerce and Visitors Center Update

Diane Collins, CEO/President, stated that the Chamber's Installation and Awards Dinner was held on January 28, 2016. Collins attended the Western Association of Chamber Executives Conference (WACE) in San Francisco and explained that the Chamber is working with vendors to evaluate potential technological tools and resources. Collins stated that the Chamber is focused on generating additional office staff. Collins announced that the State of the City and Taste of Norco will be held in March. She also announced grand openings for Jimmy Johns in Norco and an assisted living home in Eastvale.

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

Consultant Grody announced that CGI will film the updated Norco Video Tour during Horseweek on April 22-23 and will also be in town during the second week of March to sell video sponsorships to local businesses. He stated that the City will not market for CGI as they establish contacts with the business community. Intern Newton presented an update on the Norco App, stating that the City has met with several vendors and is discussing potential features for an application.

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

City Manager Okoro stated that the City Council completed a review of the mid-year budget cycle on February 22, 2016. The report increased projections on general fund revenues by \$800,000 and additional expenditures of \$90,000. He also stated that the City is focused on bringing in more hotels and urged EDAC to brainstorm strategies to execute this task. Consultant Grody stated that he has received approximately two dozen calls from hotel developers. He explained that Norco is a strategic development location because the Inland Empire is underserved in terms of hotel rooms.

6. Next Regular Meeting Scheduled: **March 22, 2016**

Chair Malone announced that the next regular meeting is scheduled on March 22, 2016.

7. ADJOURNMENT

Chair Malone adjourned the meeting at 9:25 a.m.