



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

Tuesday, March 22, 2016  
Conference Rooms A & B, 2870 Clark Avenue, Norco, CA 92860

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**CALL TO ORDER:** 8:15 a.m.

**ROLL CALL:**

**Present:** Patrick Malone, Chair  
Brad Renfree, Vice Chair  
Kevin Bash, Mayor/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  
Gabriel Martin, EDAC Member  
Bill Schwab, EDAC Member

**Absent:** Michael Bell, EDAC Member

**PLEDGE OF ALLEGIANCE:** Chair Pat Malone

1. PUBLIC COMMENTS: **NONE**

2. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of February 23, 2016

**Recommended Action: Approve the EDAC regular meeting minutes** *(Marketing Intern)*

**M/S Malone/Dixon to approve the regular meeting minutes of February 23, 2016, as presented. The motion was carried by the following roll call vote:**

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

**NOES:** NONE

**ABSENT:** BELL

**ABSTAIN:** MARTIN

3. SUBCOMMITTEE REPORTS:

A. Business Enhancement Subcommittee – *da Rosa, Malone, Renfree & NACC*

Chair Malone stated that the subcommittee had a meeting scheduled, however the majority of the members could not attend and they postponed the meeting to a later date.

B. Electronic Sign Subcommittee – *Dixon, Malone & Schwab*

Member Dixon stated that the subcommittee will meet on Wednesday, March 23, 2016.

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Consultant Grody stated that the subcommittee will update the policies and procedures regarding sign operation and advertising sales. He stated that the City's six month programming contract with YESCO will end soon and the subcommittee will discuss how to fulfill their role. Member Schwab stated that the sign was down for a short period of time, and Consultant Grody stated that Marketing Director Diana McGrew will compensate current advertisers with extra ad time.

### C. Film Norco Subcommittee – *Bash, Bell, Leonard & Martin*

Mayor Bash stated that part of the subcommittee met to discuss the CGI scripts. He stated that he has found 40 potential locations to film and he will pick prime times to shoot. He explained that CGI will be in Norco during Horseweek.

Consultant Grody stated that the subcommittee looked at the first draft of the scripts, and staff will edit them and present a finalized version in a few weeks.

### D. Gateway Development Subcommittee – *Hoffman, Malone, Martin & NACC*

Council Member Hoffman stated that City Manager Okoro recommended to temporarily dissolve the subcommittee.

Consultant Grody stated that the subcommittee will be mobilized once there is a developer with an actual proposal, but it is on hold at the moment.

### E. Hospitality Subcommittee – *Bell, Leonard, Renfree & NACC*

Vice Chair Renfree distributed a report regarding the Los Angeles Travel and Adventure Show. He explained that it was a consumer oriented show that very few travel professionals attended. He mentioned that a lot of municipalities were present, however most were destinations with really well defined activity plans (i.e., Big Bear, Laughlin, Long Beach, etc.). Vice Chair Renfree stated that other factions in the City are researching similar opportunities and he recommended that an additional steering committee be created with people from various entities to collectively research and cultivate the resources to successfully launch Destination: Norco. He also stated that he is scheduled to meet with Kathy Azevedo, a representative from SilverLakes, to discuss how the hospitality subcommittee can work with the facility. He explained that the City must define and articulate a vision that targets two different audiences – soccer and equestrian. Vice Chair Renfree stated that general tourism shows are not the right way to start the vision development process and that the City should focus on tour operator groups, as Norco's community events have broad enough interest to be included on bus operator association dockets.

Consultant Grody stated that the City is 50% of the way toward creating a bona fide tourism infrastructure and that a vision can be developed. Consultant Grody stated that international visitors (i.e., Asian and European visitors) are fascinated by western events and California's international tourism sector is growing fast. He stated that Norco would be a great detour for international visitors.

The subcommittee recommended that the City should not attend the 2017 Los Angeles Travel and Adventure Show, as it needs to define a vision first.

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

Member da Rosa stated that the subcommittee met with Farmers Market Manager Gretchen Sterling, who educated the subcommittee on how to run a market and explained the pros and cons of hosting a market. The subcommittee also met to discuss the potential revenue and costs of hosting a market. The subcommittee will meet with the Parks and Recreation department to discuss equipment needs, specifically at the Community Center. The subcommittee will deliver more information during their report in April.

Council Member Hoffman, who is directing the efforts of the Bulls and Barrels event, stated that the subcommittee is dissolving the plan for 2016. He explained that the event needs to secure funding, sponsors, and an organizational plan before proceeding.

Member Dixon stated that the subcommittee is on schedule to meet their April reporting deadline.

4. STUDY GROUP REPORTS:

A. Public Facilities and Community Event Usage Study Group – *Leonard, Schwab*

Member Leonard stated that the study group discussed similar topics to the hospitality subcommittee, including what events citizens do not want to see in Norco.

Member Collins attended the meeting as the representative from the Chamber of Commerce and explained that the Parks and Recreation department has a good vetting process for events. She stated that there is no way to define what citizens do or do not want and explained that each event should be evaluated as it is proposed.

B. Planning Commission Study Group – *da Rosa, NACC*

Member da Rosa stated that the study group met with Planning Director Steve King, who provided paperwork regarding the pros and cons of different proposed developments on the property. He stated that the members present included Lee and Associates, Wells Fargo, Member Collins, and Planning Commissioner Phil Jaffarian. The study group discussed potential traffic impact and street improvements. Overall, it was suggested that a private company execute a planned development with possible mixed use, industrial, and commercial features. The study group also suggested a usable and tangible feature specifically for residents, such as a community swimming pool. Member da Rosa stated that the next meeting is not scheduled yet, however the next step is to meet with a master planner.

Member Collins explained that the property's current zoning will make it easy to expand the definition of the uses, versus having to do any rezoning.

5. DISCUSSION / ACTION ITEMS:

A. Business Appreciation Initiative Selection Process

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Chair Malone explained that the EDAC will create objective criteria to select businesses to receive the Business Appreciation Initiative. He initiated a lengthy conversation regarding how to choose which businesses should be recognized.

Intern Newton distributed a press release and website example that explained the program.

Mayor Bash stated that the City developed the Business Appreciation Initiative to let businesses know they are appreciated. He explained that one business will be honored at each City Council meeting. Mayor Bash suggested that SilverLakes be recognized in coordination with the complex's grand opening.

Consultant Grody recommended that the EDAC collectively nominate five potential Business Appreciation Initiative honorees each month at the regular meeting. He explained that staff will evaluate the nomination list and determine two businesses that will be honored throughout the following month.

Council Member Hoffman stated that twice a month would be too frequent to honor businesses and that once a month or quarterly would be a better choice. He stated that criteria are necessary and that the award should be given to top sales tax producers who show they care about the community. Council Member Hoffman suggested that the EDAC should set criteria so that the program does not become diluted.

Vice Chair Renfree suggested making the decision process simple and objective by choosing a category for each meeting (i.e., restaurants, feed stores, stables, etc.).

Member Dixon stated that he was worried about quickly exhausting the business options to honor. He stated that the program will be diluted within two years if the frequency was increased. Member Dixon suggested that the recognition should occur twice a year with categories.

Mayor Bash stated that 300 businesses have come to Norco in the last 6 years. He was a proponent of honoring businesses at every City Council meeting, as there are enough businesses to honor and the choices will not run out.

Member Schwab stated that award systems have a negative impact and that those who are not selected will be upset.

Consultant Grody stated that the award should be given to businesses that have invested in the community and contributed to the community monetarily and/or by supporting the Horsetown USA lifestyle. He supported the once a month honoring option. He stated that the EDAC has expressed that there is a perception that Norco does not appreciate its businesses and is anti-business, therefore the high frequency of the award could shatter the myth. Consultant Grody responded to Member Schwab by explaining that a higher recognition frequency would upset less people, as more businesses would be honored.

Chair Malone agreed that the criteria should be objective, logical, repeatable, and fair for everyone.

**M/S Malone/Hoffman to delegate the task of establishing a strategy and selection process for the Business Appreciation Initiative to the Business Enhancement subcommittee, who will report to the entire EDAC. The motion was carried by the following roll call vote:**

**AYES: BASH, COLLINS, DA ROSA, DIXON, HOFFMAN, LEONARD, MALONE, MARTIN, RENFREE, SCHWAB**  
**NOES: NONE**  
**ABSENT: BELL**  
**ABSTAIN: NONE**

Mayor Bash left the meeting at 9:09 a.m.

**B. Norco Area Chamber of Commerce and Visitors Center Update**

Member Collins stated that the Chamber's current focus is the State of the City and Taste of Norco, scheduled on March 31, 2016. The event will begin at 5 p.m. and will include nine vendors.

**C. Economic Development Update (*Economic Development Consultant Grody*)**

Consultant Grody stated that City Council adopted an economic development subsidy agreement with Paul Blanco's Good Car Company, the second largest used car retailer in California. The \$805,000 subsidy allows the business to acquire a 1.6 acre property on Four Wheel Drive that is necessary to accommodate the volume of the business. He stated that the business will generate \$2.6 million in sales tax revenue over the next 10 years and will become one of the City's largest sales tax producers. The business will also create 65 new local jobs. Consultant Grody explained that the subsidy was in the public interest and will have a positive effect on the local business community.

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

City Manager Okoro was not present.

**6. ANNOUNCEMENTS**

**A. Next Regular Meeting Scheduled: April 26, 2016**

Chair Malone announced that the next regular meeting is scheduled on April 26, 2016.

**ADJOURNMENT**

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