



**CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
SPECIAL MEETING AGENDA**

Tuesday, May 17, 2016

City Hall – Conference Rooms A & B, 2870 Clark Avenue, Norco, CA 92860

CALL TO ORDER: 8:15 a.m.

ROLL CALL: 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
Ted Hoffman, Council Member/EDAC Member
Vicki Leonard, EDAC Member
Gabriel Martin, EDAC Member
Bill Schwab, EDAC Member

PLEDGE OF ALLEGIANCE: Mayor Kevin Bash

1. **PUBLIC COMMENTS:** *This is the time when persons in the audience wishing to address the Economic Development Advisory Council regarding matters not on the Agenda may speak.*
2. **APPROVAL OF MINUTES:**
 - A. EDAC Regular Meeting Minutes of April 26, 2016
Recommended Action: Approve the EDAC regular meeting minutes *(Marketing Intern)*
 - B. EDAC Special Meeting Minutes of May 11, 2016
Recommended Action: Approve the EDAC special meeting minutes *(Marketing Intern)*
3. **SUBCOMMITTEE REPORTS:**
 - A. Electronic Sign Subcommittee – *Malone & Schwab*
 - B. Hospitality Subcommittee – *Bell, Leonard, Renfree & NACC*
 - C. Special Project Subcommittee – *da Rosa, Hoffman & Schwab*
4. **BI-ANNUAL SUBCOMMITTEE REPORTS:**
 - A. Film Norco Subcommittee – *Bash, Bell, Leonard & Martin*
 - B. Business Enhancement Subcommittee – *da Rosa, Malone, Renfree & NACC*
5. **DISCUSSION / ACTION ITEMS:**
 - A. Business Appreciation Initiative Nominee Selection
6. **STUDY GROUP REPORTS:**
 - A. Public Facilities and Community Event Usage Study Group – *Leonard, Schwab*
 - B. Planning Commission Study Group – *da Rosa, NACC*

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7. EDAC / STAFF COMMUNICATIONS

- A. Norco Area Chamber of Commerce and Visitors Center Update
- B. Economic Development Update (*Economic Development Consultant Grody*)
- C. City Manager Update (*City Manager Okoro*)
- D. Request for Items on Future Agendas (within the purview of the EDAC)
- E. Next Regular Meeting Scheduled: June 28, 2016

ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office (951) 270-5623. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

(28 CFR 35.102-35.104 ADA Title II).

Staff reports are on file in the Economic Development Department. Any writings or documents provided to a majority of the Economic Development Advisory Council regarding any item on this agenda will be available for public inspection at the City Clerk's counter in City Hall located at 2870 Clark Avenue.

The meeting is recorded.



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

Tuesday, April 26, 2016

City Hall – Conference Rooms A & B, 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
Scott da Rosa, EDAC Member
Ted Hoffman, Council Member/EDAC Member
Gabriel Martin, EDAC Member
Bill Schwab, EDAC Member

Absent: Diane Collins, NACC/EDAC Member
Vicki Leonard, EDAC Member

PLEDGE OF ALLEGIANCE: Vice Chair Brad Renfree

1. PUBLIC COMMENTS: **NONE**

2. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of March 22, 2016

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

M/S Schwab/Renfree to approve the regular meeting minutes of March 22, 2016, as presented. The motion was carried by the following roll call vote:

AYES: BASH, BELL, DA ROSA, HOFFMAN, MALONE, MARTIN, RENFREE, SCHWAB

NOES: NONE

ABSENT: COLLINS, LEONARD

ABSTAIN: NONE

3. BI-ANNUAL SUBCOMMITTEE REPORTS:

A. Electronic Sign Subcommittee – *Malone & Schwab*

Member Schwab explained that the sign went live on October 1, 2015, and has lived up to the anticipated cost model thus far. He displayed a PowerPoint presentation and explained the sign's revenues and expenditures from October 2015 to March 2016, including how many contracts have been sold, the projected income, the actual collection totals, and the contractor fees.

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Chair Malone stated that the sign is at 25% of its advertising capacity and the subcommittee will begin to assess if it would be beneficial to seek advertisers outside of the City of Norco.

Consultant Grody stated that it does not appear that the sign will meet its five-year plan projections, however it is self-sufficient enough to finance future LED replacements, a significant achievement in municipal government.

B. Hospitality Subcommittee – *Bell, Leonard, Renfree & NACC*

Vice Chair Renfree stated that the subcommittee is focused on researching ways to leverage SilverLakes to benefit the City of Norco. He explained that he spoke with Kathy Azevedo, a community outreach representative from SilverLakes, and he suggested that the entire EDAC meet with Kathy to discuss onsite outreach opportunities. The EDAC agreed to hold a special meeting on the SilverLakes property.

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

Member da Rosa presented a report regarding the potential operation of a farmers' market. He projected a written report for the EDAC to view and explained that, based on his research, a farmers' market would be a good fit in the City of Norco and would be a beneficial way to capitalize on the traffic that commutes through town. He stated that a professionally managed City-sponsored farmers' market would be the best combination for Norco.

City Manager Okoro, Consultant Grody and Chair Malone agreed with Member da Rosa's suggestions.

Chair Malone suggested that the subcommittee should research additional cost models to prove that a market would be profitable and then work with staff to prepare a recommendation to the City Council.

4. SUBCOMMITTEE REPORTS:

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

Mayor Bash stated that CGI recently visited the City of Norco and gathered footage that will be used in the City's new promotional videos.

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

Member da Rosa stated that the subcommittee met and discussed the Business Appreciation Initiative selection process. The subcommittee agreed to award one business per month and determined a loose set of guidelines to help develop a list of nominees. The guidelines included volunteer work, sponsorship activity, longevity, number of employees, percentage of staff that resides in Norco, sales tax contributions, western theme, and curb appeal. The subcommittee will create a nomination list every month, consisting of five names, and will identify their top two choices. The subcommittee will present the nomination list to the entire EDAC at each regular meeting in order to discuss the choices and collectively vote on the top two choices. Staff will then discuss the top two choices with the Mayor and will make a selection.

5. DISCUSSION / ACTION ITEMS:

A. Business Appreciation Initiative Selection Process

The Business Enhancement subcommittee presented their list of five nominees, which included Hay Connection, Birdie's Boutique, Norco's Best Burgers, Cowgirl Café and Winco Foods.

Chair Malone stated that the process needs to be objective and suggested that the EDAC collectively recommend no more than three additional nominees.

Mayor Bash suggested adding Polly's Pies and Back Country Chiropractic to the list.

Council Member Hoffman also suggested Polly's Pies.

M/S Malone/Renfree to approve the recommendation of Polly's Pies and Cowgirl Café as the top two nominees to receive the Business Appreciation Initiative on May 18, 2016. The motion was carried by the following roll call vote:

AYES: BASH, BELL, DA ROSA, HOFFMAN, MALONE, MARTIN, RENFREE, SCHWAB

NOES: NONE

ABSENT: COLLINS, LEONARD

ABSTAIN: NONE

6. STUDY GROUP REPORTS:

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

The study group did not meet and had nothing to report.

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

The study group did not meet and had nothing to report.

7. EDAC / STAFF COMMUNICATIONS

A. Norco Area Chamber of Commerce and Visitors Center Update

A representative from the Norco Area Chamber of Commerce and Visitors Center was not present.

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

Consultant Grody did not have anything to report.

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

City Manager Okoro stated that a strategic planning workshop will be held on May 21, 2016, from 9 am to 3 pm. He explained that the workshop will be open to the public and he urged EDAC members to attend the workshop. City Manager Okoro also stated that the City Council

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and staff are preparing for a budget study session. He explained that the general fund is sufficient and he expects to present a balanced budget, even though the City's water fund is being negatively impacted due to conservation levels.

D. Request for Items on Future Agendas (within the purview of the EDAC)

NONE

E. Next Regular Meeting Scheduled: May 24, 2016

Chair Malone announced that the next regular meeting is scheduled on May 24, 2016.

ADJOURNMENT

Chair Malone adjourned the meeting at 9:52 a.m.

Kelli Newton, Marketing Intern



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

Wednesday, May 11, 2016

SilverLakes Equestrian & Sports Park – 5555 Hamner Avenue, Norco, CA 92860

CALL TO ORDER: 8:30 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
Vicki Leonard, EDAC Member
Bill Schwab, EDAC Member

Absent: Ted Hoffman, Council Member/EDAC Member
Gabriel Martin, EDAC Member

BUSINESS ITEM AS FOLLOWS:

1. Tour of SilverLakes Equestrian and Sports Park and Discussion of Joint Outreach Opportunities

RJ Brandes of SilverLakes Equestrian and Sports Park discussed his motivations, intent and future plans for the project. He gave background on SilverLakes and explained that he has invested \$50 million in Norco and will invest an additional \$50 million throughout future development phases. He stated that he plans to deliver 50 weeks of activity per year, which is anticipated to bring in thousands of people to the City of Norco every week. Mr. Brandes explained that he foresees SilverLakes as a flexible event center – a multi-discipline equestrian facility, which will include show jumping, barrel racing and reining events, and a regional, national and international soccer facility. Mr. Brandes commented on future plans to build covered arenas, as well as a covered event center and a restaurant. He stated that he is a proponent of the City of Norco and only intends to send visitors into Norco, as he only advertises the Sixth Street I-15 exit in the directions to the facility. Mr. Brandes explained that he wants to bring in new businesses to Norco in order to fill vacant lots and increase sales tax revenue, and has already approached businesses to develop in Norco. He foresees that SilverLakes will increase the visibility and knowledge of Norco, and will also increase property values throughout the City.

Kathy Azevedo, a community development representative for SilverLakes, distributed designs of the digital freeway sign that will be constructed on the property. SilverLakes will allocate 15% of the sign's time to the City of Norco. Mrs. Azevedo explained that SilverLakes will begin to host a variety of new events, including a cross country race, a tamale festival and a farmers' market,

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and urged the EDAC to help promote the events. Mr. Brandes stated that these events will be hosted in "The Village," an area in the middle of the property.

Member da Rosa explained that the majority of events held at SilverLakes offer discounts at hotels in Ontario, Rancho Cucamonga, Corona, Riverside, Chino Hills and Diamond Bar, and do not include any of Norco's hotels as options for visitors to stay. Mr. Brandes stated that the City of Norco is not equipped to handle the number of people who visit SilverLakes because the hotels do not have enough beds, therefore visitors must stay outside of the City.

Brooks Bash, a representative for SilverLakes, explained that the facility will also host concerts, weddings and corporate events. He presented the potential design of "The Backyard," a space at the back of the property that has the capacity to hold over 10,000 people, two concert stages and a lake.

Mr. Brandes stated that the digital freeway sign and "The Backyard" will be completed in 120 days, the restaurant will be completed in seven months, Phase 1 will be completed in February, and Phase 2, which will include a covered event center and an indoor recreation building, will be completed before 2019. Mr. Brandes explained that he would like the EDAC to serve as an advocacy group for SilverLakes, to help disseminate correct and accurate information about the logistics of the project. He proposed that he have a follow-up meeting with the EDAC in three to six months.

Mr. Brandes and Mrs. Azevedo took the EDAC on a tour of SilverLakes and pointed out the areas that will house the previously discussed future developments. Mr. Brandes explained that he strives to provide the Disney-effect for families and the Wimbledon-effect for athletes when they visit SilverLakes.

ADJOURNMENT

Chair Malone adjourned the meeting at 10:45 a.m.

Kelli Newton, Marketing Intern