



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

**Tuesday, June 28, 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:** Member Michael Bell

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 Special Meeting Minutes of May 17, 2016  
**Recommended Action: Approve the EDAC special meeting minutes** *(Marketing Intern)*
  - B. EDAC Special Meeting Minutes of June 8, 2016  
**Recommended Action: Approve the EDAC special meeting minutes** *(Marketing Intern)*
3. **PARKS AND RECREATION PRESENTATION:** National Night Out
4. **BI-ANNUAL SUBCOMMITTEE REPORTS:**
  - A. Film Norco Subcommittee – *Bash, Bell, Leonard & Martin*
5. **SUBCOMMITTEE REPORTS:**
  - A. Electronic Sign Subcommittee – *Malone & Schwab*
  - B. Hospitality Subcommittee – *Bell, Leonard, Renfree & NACC*
  - C. Special Project Subcommittee – *da Rosa, Hoffman & Schwab*
  - D. Business Enhancement Subcommittee – *da Rosa, Malone, Renfree & NACC*
6. **DISCUSSION / ACTION ITEMS:**
  - A. Business Appreciation Initiative Nominee Selection
  - B. Establishment of a Farmers' Market in Norco

# Economic Development Advisory Council Regular Meeting Agenda

Page 2

June 28, 2016

## 7. STUDY GROUP REPORTS:

- A. Public Facilities and Community Event Usage Study Group – *Leonard, Schwab*
- B. Planning Commission Study Group – *da Rosa, NACC*

## 8. 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. EDAC Member Announcements
- E. Request for Items on Future Agendas (within the purview of the EDAC)
- F. Next Regular Meeting Scheduled: July 26, 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  
SPECIAL MEETING MINUTES**

**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:**

**Present:** Patrick Malone, Chair  
Brad Renfree, Vice Chair  
Diane Collins, NACC/EDAC Member (*arr. at 8:20 am*)  
Scott da Rosa, EDAC Member  
Ted Hoffman, Council Member/EDAC Member  
Vicki Leonard, EDAC Member  
Gabriel Martin, EDAC Member  
Bill Schwab, EDAC Member

**Absent:** Kevin Bash, Mayor/EDAC Member  
Michael Bell, EDAC Member

**PLEDGE OF ALLEGIANCE:** Chair Pat Malone

**1. PUBLIC COMMENTS:**

Tina Gregory stated that she attended the special meeting on May 11, 2016, at SilverLakes Equestrian and Sports Park and asked if the EDAC was satisfied with their meeting with RJ Brandes. Chair Malone stated that the special meeting was an orientation to familiarize EDAC members with the progress at SilverLakes and to develop a relationship with SilverLakes' staff.

**2. APPROVAL OF MINUTES:**

A. EDAC Regular Meeting Minutes of April 26, 2016

**M/S HOFFMAN/SCHWAB to approve the regular meeting minutes of April 26, 2016, as presented. The motion was carried by the following roll call vote:**

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

B. EDAC Special Meeting Minutes of May 11, 2016

**M/S SCHWAB/RENFREE to approve the special meeting minutes of May 11, 2016, as presented. The motion was carried by the following roll call vote:**

**AYES: DA ROSA, LEONARD, MALONE, RENFREE, SCHWAB**

**NOES: NONE**

**ABSENT: BASH, BELL, COLLINS**

**ABSTAIN: HOFFMAN, MARTIN**

**3. SUBCOMMITTEE REPORTS:**

**A. Electronic Sign Subcommittee – *Malone & Schwab***

Member Schwab stated that Diana McGrew, the sign's Marketing Director, did not receive any responses to the promotional flyer that was mailed with the most recent cycle of water bills. He also stated that nonprofit organizations continue to purchase advertising space on the sign.

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

Vice Chair Renfree stated that the EDAC met at SilverLakes Equestrian and Sports Park and explained that he was enlightened by RJ Brandes' experience, vision, commitment, and depth of partners. He stated that there will be many ways to leverage SilverLakes in the future, however he believes it is premature at the moment. He explained that the subcommittee will continue to analyze ways to attract visitors from SilverLakes into Norco businesses, however business do need to be active on Yelp and social media platforms. Vice Chair Renfree stated that he would like to work with Mr. Brandes to create materials to help local businesses take advantage of the demand from SilverLakes and become visible to SilverLakes' attendees.

Chair Malone agreed and stated that the EDAC can help Mr. Brandes communicate with local businesses and explain the benefit businesses could experience with increased digital communication with SilverLakes' visitors.

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

Member da Rosa explained that RJ Brandes plans to host a farmers' market at SilverLakes on Friday evenings. He stated that the subcommittee will meet later in the week to further discuss the potential of a farmers' market in Norco.

**4. BI-ANNUAL SUBCOMMITTEE REPORTS:**

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

Member Martin stated that the subcommittee has not met. The subcommittee plans to meet soon in order to discuss their goals and objectives. The subcommittee will present an update at the next meeting.

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

Chair Malone stated that the subcommittee met to discuss potential nominees for the Business Appreciation Initiative. The subcommittee will meet soon to decide their next task, as the Business Appreciation Initiative launched successfully.

## Economic Development Advisory Council Special Meeting Minutes

Page 3

May 17, 2016

### 5. DISCUSSION / ACTION ITEMS:

#### A. Business Appreciation Initiative Nominee Selection

Chair Malone stated that Polly's Pies was selected to receive the Business Appreciation Initiative on May 18, 2016.

Member Collins stated that the Norco Area Chamber of Commerce and Visitors Center Board of Directors requested that she not participate in the selection of Business Appreciation Initiative nominees or recipients.

The Business Enhancement subcommittee presented their top two nominees: Valley Cities Fence and Birdie Boutique.

**M/S RENFREE/MALONE to approve the recommendation of Valley Cities Fence and Birdie Boutique as the top two nominees to receive the Business Appreciation Initiative on June 15, 2016. The motion was carried by the following roll call vote:**

**AYES: DA ROSA, HOFFMAN, LEONARD, MALONE, MARTIN, RENFREE, SCHWAB**

**NOES: NONE**

**ABSENT: BASH, BELL**

**ABSTAIN: COLLINS**

### 6. STUDY GROUP REPORTS:

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

The study group has not met and had nothing to report.

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

The study group has not met and had nothing to report.

### 7. EDAC / STAFF COMMUNICATIONS

#### A. Norco Area Chamber of Commerce and Visitors Center Update

Member Collins stated that the Chamber will host a First Responders Appreciation Luncheon in September 2016.

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

Consultant Grody stated that staff, Mayor Bash and Council Member Hoffman will attend the International Council of Shopping Centers global conference in Las Vegas on May 23-25, 2016.

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

City Manager Okoro stated that the City Council continues to participate in budget workshops. Currently, the City Council and staff are discussing infrastructure needs. He also urged EDAC members to attend the City's strategic planning workshop on Saturday, May 21, 2016.

Economic Development Advisory Council Special Meeting Minutes

Page 4

May 17, 2016

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

**M/S MALONE/LEONARD to agendize the Film Subcommittee's Bi-Annual report on a future agenda. The motion was carried by the following roll call vote:**

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

**NOES: NONE**

**ABSENT: BASH, BELL**

**ABSTAIN: NONE**

E. Next Regular Meeting Scheduled: June 28, 2016

Chair Malone announced that the next regular meeting is scheduled on June 28, 2016.

**ADJOURNMENT**

Chair Malone adjourned the meeting at 9:15 a.m.

---

Kelli Newton, Marketing Intern



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

**Wednesday, June 8, 2016**

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

---

**CALL TO ORDER:** 8:18 a.m.

**ROLL CALL:**

**Present:** 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  
Bill Schwab, EDAC Member

**Absent:** Patrick Malone, Chair  
Brad Renfree, Vice Chair  
Gabriel Martin, EDAC Member

**PLEDGE OF ALLEGIANCE:** Mayor Kevin Bash

**EDAC BUSINESS ITEMS AS FOLLOWS:**

1. DISCUSSION / ACTION ITEM:

A. Interview of EDAC Applicants: Kathy Azevedo and Tina Gregory

Due to the absences of Chair Malone and Vice Chair Renfree, Member Schwab was designated as the acting chair of the meeting. He explained that the EDAC would perform an interview of all applicants for a vacancy on the EDAC. Acting Chair Schwab stated that the interview would follow the format of a panel interview. The applicants would have time to give an opening and a closing statement, and then each EDAC member would have the opportunity to ask the applicants a question. He explained that the EDAC members would be allowed to ask follow-up questions after the applicants had answered each question. Acting Chair Schwab stated that there were originally two applicants for the vacancy: Kathy Azevedo and Tina Gregory. Mrs. Azevedo withdrew her application; therefore Mrs. Gregory was the only applicant present.

Tina Gregory gave an opening statement. She explained her interest in EDAC, along with her background and experience in hospitality, marketing and destination development.

The EDAC asked Mrs. Gregory seven questions that were written by EDAC members, along with several follow-up questions. Mrs. Gregory expressed that she would use her experience in

Economic Development Advisory Council Special Meeting Minutes

Page 2

June 8, 2016

consensus building to improve negative undertones throughout the community, she would leverage SilverLakes Equestrian and Sports Park and would explore ground transfer and shuttle services to and from the complex, and she would encourage projects that are supported by the community.

Mrs. Gregory gave a closing statement and thanked the EDAC for the opportunity to interview for the vacancy.

B. Public Comments: **NONE**

**Acting Chair Schwab recessed the meeting at 8:47 a.m. and reconvened at 8:52 a.m.**

C. Recommendation of EDAC Applicant

Member da Rosa stated that he was satisfied with Mrs. Gregory's answers and background.

**M/S DA ROSA/LEONARD to recommend that the City Council select Tina Gregory to fill the vacancy on EDAC. The motion was carried by the following roll call vote:**

**AYES: BELL, COLLINS, DA ROSA, LEONARD, SCHWAB**

**NOES: NONE**

**ABSENT: MALONE, MARTIN, RENFREE**

**ABSTAIN: BASH, HOFFMAN**

**ADJOURNMENT**

Acting Chair Schwab adjourned the meeting at 8:55 a.m.

---

Kelli Newton, Marketing Intern