



**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.

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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.

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