



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

Tuesday, July 26, 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 Diane Collins

1. ELECTION OF CHAIR AND VICE CHAIR
2. 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.*
3. APPROVAL OF MINUTES:
 - A. EDAC Regular Meeting Minutes of June 28, 2016
Recommended Action: Approval (Management Analyst)
4. SUBCOMMITTEE REPORTS:
 - A. Electronic Sign Subcommittee – *Malone & Schwab*
 - B. Film Norco Subcommittee – *Bash, Bell, Leonard & Martin*
 - C. Hospitality Subcommittee – *Bell, Leonard, Renfree & NACC*
 - D. Special Project Subcommittee – *da Rosa, Hoffman & Schwab*
 - E. Business Enhancement Subcommittee – *da Rosa, Malone, Renfree & NACC*
5. DISCUSSION / ACTION ITEMS:
 - A. Business Appreciation Initiative Nominee Selection
 - B. CGI Video Review
Recommended Action: Receive and File (Management Analyst)
 - C. Presentation of the Draft 2016 City of Norco Strategic Plan
Recommended Action: Approval (City Manager)

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6. 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. Proposed EDAC Organizational Modifications (*City Clerk Link*)
- E. EDAC Member Announcements
- F. Request for Items on Future Agendas (within the purview of the EDAC)
- G. Next Regular Meeting Scheduled: August 23, 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.



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REGULAR MEETING MINUTES**

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:

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
Ted Hoffman, Council Member/EDAC Member
Vicki Leonard, EDAC Member
Bill Schwab, EDAC Member

Absent: Gabriel Martin, EDAC Member

PLEDGE OF ALLEGIANCE: Member Michael Bell

1. PUBLIC COMMENTS:

Tina Gregory thanked the Economic Development Advisory Council members for recommending that the City Council appoint her to fill the vacancy on the EDAC.

2. APPROVAL OF MINUTES:

A. EDAC Special Meeting Minutes of May 17, 2016

M/S SCHWAB/BASH to approve the special meeting minutes of May 17, 2016, as presented. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: MARTIN

ABSTAIN: HOFFMAN

B. EDAC Special Meeting Minutes of June 8, 2016

M/S BASH/SCHWAB to approve the special meeting minutes of June 8, 2016, as presented. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: MARTIN

ABSTAIN: RENFREE

3. PARKS AND RECREATION PRESENTATION: National Night Out

Consultant Grody explained that the City of Norco will host National Night Out, a community event with presence from law enforcement agencies, local businesses and entertainment for children, on August 9th in the Target parking lot.

Chair Malone suggested that the Special Projects subcommittee discuss ways for EDAC to participate in National Night Out.

4. BI-ANNUAL SUBCOMMITTEE REPORTS:

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

The subcommittee has not met and had nothing to report.

5. SUBCOMMITTEE REPORTS:

A. Electronic Sign Subcommittee – *Malone & Schwab*

Member Schwab stated that the subcommittee has not met. Consultant Grody stated that he and Intern Newton met with Diana McGrew, the Marketing Director of the Sixth Street Electronic Sign. He explained that Ms. McGrew continues to receive calls from new and renewing advertisers who received Sixth Street Electronic Sign marketing materials when they renewed their business licenses.

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

The subcommittee has not met and had nothing to report.

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

Member da Rosa explained that he is working with Consultant Grody to prepare a report to the City Council regarding the implementation of a certified Farmers' Market in the City of Norco. Member da Rosa is currently seeking cost analyses and revenue/expense reports from other markets in surrounding areas.

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

Member da Rosa presented the subcommittee's top two nominees for the Business Appreciation Initiative: Stater Brothers (both Norco locations) and Sparky's Electric.

Member da Rosa also explained that the subcommittee is investigating ways to generate more income from business license fees. The subcommittee has begun to research and collect data from surrounding cities.

6. DISCUSSION / ACTION ITEMS:

A. Business Appreciation Initiative Nominee Selection

M/S RENFREE/LEONARD to approve the recommendation of Stater Brothers (both Norco locations) and Sparky's Electric as the top two nominees to receive the Business Appreciation Initiative on July 20, 2016. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: MARTIN

ABSTAIN: COLLINS

B. Establishment of a Farmers' Market in Norco

Consultant Grody explained that the EDAC would need to vote on a formal recommendation to the City Council regarding the implementation of a certified Farmer's Market in the City of Norco if the EDAC agrees to move forward with the project.

M/S LEONARD/DA ROSA to recommend that the City Council consider the implementation of a certified Farmers' Market in the City of Norco. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: MARTIN

ABSTAIN: HOFFMAN

7. STUDY GROUP REPORTS:

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

The subcommittee has not met and had nothing to report.

Mayor Bash suggested that the EDAC members on the study group meet with Facility Coordinator Patty Ireland. Consultant Grody and Chair Malone suggested that Ms. Ireland speak at the next regular EDAC meeting, or that she meet with an EDAC subcommittee.

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

The subcommittee has not met. Members da Rosa and Collins explained that they received a letter from Planning Director Steve King that summarized a general plan for the site. A meeting will be called to review the plan once the plan is completed.

8. 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 on September 14, 2016, at Nellie Weaver Hall. The Chamber will host its next meeting on July 20, 2016, at SilverLakes Equestrian and Sports Park. Tours of the facility will follow the meeting.

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

Consultant Grody explained that the City Council approved the 2016-2017 budget, which will be implemented on July 1, 2016. He announced that Paul Blanco's Good Car Company opened on June 20, 2016, and sold seven cars on their first official day of business.

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

City Manager Okoro was not present.

D. EDAC Member Announcements

Council Member Hoffman announced that Day of the Cowboy will take place on July 23, 2016, at George Ingalls Equestrian Event Center at 3 p.m., and the RURAL Town Hall Meeting will take place on July 25, 2016, at Nellie Weaver Hall at 6:30 p.m.

Member Leonard announced that a new property management company has purchased the shopping center at Temescal Ave. and Sixth Street.

Mayor Bash announced that the Fourth of July Trail Ride and Picnic in the Park will take place on July 4, 2016. He also stated that volunteers are needed for the Parade of Lights in December 2016.

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

M/S SCHWAB/RENFREE to recommend that Patty Ireland be a guest speaker at a future EDAC meeting.

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

NOES: NONE

ABSENT: MARTIN

ABSTAIN: NONE

F. Next Regular Meeting Scheduled: July 26, 2016

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

ADJOURNMENT

Chair Malone adjourned the meeting at 9 a.m.

CITY OF NORCO STAFF REPORT

TO: Honorable Chair and Economic Development Advisory Council Members

FROM: Andy Okoro, City Manager 

DATE: July 26, 2016

SUBJECT: City of Norco 2016 Strategic Plan

RECOMMENDATION: Recommend approval of the 2016 Strategic Plan to the City Council

SUMMARY: In March of this year, the City Manager initiated a process to update the City's Strategic Plan in order to set clear priorities that are essential to achieving the mission and vision of the City over the next three (3) years. On May 21, 2016, a facilitated workshop that included staff, Council Members, Commission Members, Economic Development Advisory Council (EDAC) Members and residents was held and participants agreed on revised Mission and Vision Statements for the City along with five (5) broad strategic priorities for the City. Staff was charged to develop "Action Plans" that are necessary to achieve the strategic priorities that were established during the workshop. Staff has completed the development of the Action Plans and is now requesting that EDAC review these Action Plans and recommending approval by the City Council. Formal presentation of the Action Plans will be made to the City Council during its August 17, 2016 meeting.

BACKGROUND: In March of this year, the City Manager initiated a process to update the City's Strategic Plan in order to set clear priorities that are essential to achieving the mission and vision of the City over the next three (3) years. The City's Strategic Plan includes a mission statement, vision statement, strategic priorities and action plans that establish tasks to be performed, responsibilities and timelines.

The Strategic Plan development process has consisted of the following tasks:

1. Consultant's initial meeting with City Manager to identify relevant strategic planning steps.
2. One-on-one interviews with staff and Council Members.
3. Electronic survey of City staff, Council Members, and advisory boards (Commission and EDAC Members).

4. Facilitated strategic planning workshop with Council Members, City staff, advisory boards and residents. During the workshop, mission and vision statements were revised and strategic priorities were established. Mission and vision statements articulate the core purpose and values of the City.
5. Development of strategic direction Action Plans by staff with consultants' assistance.

The next step in the development of the Strategic Plan is the review and approval of strategic direction Action Plans by EDAC, City Commissions and City Council. Following the presentation of the Action Plans, staff is requesting that EDAC recommend approval of the Strategic Plan to the City Council.

FISCAL IMPACT: None