



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

Tuesday, August 23, 2016

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

CALL TO ORDER: 8:15 a.m.

ROLL CALL: Brad Renfree, Chair
Scott da Rosa, Vice Chair
Kevin Bash, Mayor/EDAC Member
Michael Bell, EDAC Member
Diane Collins, NACC/EDAC Member
Ted Hoffman, Council Member/EDAC Member
Vicki Leonard, EDAC Member
Patrick Malone, EDAC Member
Gabriel Martin, EDAC Member
Bill Schwab, EDAC Member

PLEDGE OF ALLEGIANCE: Council Member Ted Hoffman

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 July 26, 2016
Recommended Action: Approval (*Management Analyst*)
3. **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*
4. **DISCUSSION / ACTION ITEMS:**
 - A. Business Appreciation Initiative Nominee Selection
 - B. EDAC Organizational Modifications Update
Recommended Action: Receive and File (*Economic Development Consultant*)
 - C. Volunteer Credit for EDAC Members
Recommended Action: Provide Direction to Staff (*Management Analyst*)
5. **EDAC / STAFF COMMUNICATIONS**
 - A. Norco Area Chamber of Commerce and Visitors Center Update
 - B. Economic Development Update (*Economic Development Consultant Grody*)

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- 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: September 27, 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, July 26, 2016

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

CALL TO ORDER: 8:15 a.m.

ROLL CALL:

Present: Brad Renfree, Chair
Scott da Rosa, Vice Chair
Diane Collins, NACC/EDAC Member
Ted Hoffman, Council Member/EDAC Member
Vicki Leonard, EDAC Member (*Left at 9:20 a.m.*)
Patrick Malone, EDAC Member
Gabriel Martin, EDAC Member (*Left at 9:30 a.m.*)
Bill Schwab, EDAC Member

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

PLEDGE OF ALLEGIANCE: Member Diane Collins

1. ELECTION OF CHAIR AND VICE CHAIR

Chair Malone announced that the EDAC would vote for a new Chair and Vice Chair for the 2016-2017 year.

M/S LEONARD/COLLINS to nominate Brad Renfree as the Chair of EDAC. The motion was carried by the following roll call vote:

AYES: COLLINS, DA ROSA, HOFFMAN, LEONARD, MARTIN, SCHWAB

NOES: NONE

ABSENT: BASH, BELL

ABSTAIN: MALONE, RENFREE

M/S MALONE/RENFREE to nominate Bill Schwab as the Vice Chair of EDAC. Member Schwab declined the nomination.

M/S SCHWAB/MALONE to nominate Scott da Rosa as the Vice Chair of EDAC. The motion was carried by the following roll call vote:

AYES: COLLINS, HOFFMAN, LEONARD, MARTIN, RENFREE, SCHWAB

NOES: NONE

ABSENT: BASH, BELL

ABSTAIN: DA ROSA, MALONE

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2. PUBLIC COMMENTS: **NONE**

3. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of June 28, 2016

M/S LEONARD/MALONE to approve the regular meeting minutes of June 28, 2016, as presented. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: BASH, BELL

ABSTAIN: MARTIN

ITEMS 5.A., 5.B., 5.C., AND 6.D. WERE HEARD OUT OF ORDER.

4. SUBCOMMITTEE REPORTS:

A. Electronic Sign Subcommittee – *Malone & Schwab*

Member Schwab stated that he would like to view the sign in person with Public Works Director Blais and Consultant Grody to look at the sign and the hanging branches.

Member Schwab asked staff to look into giving EDAC members the ability to log hours as City volunteers and to receive recognition for their volunteer hours.

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

No members of the Film Subcommittee were present, therefore the the subcommittee had nothing to report.

Consultant Grody stated that Ford Motor Company applied for a film permit and planned to shoot an advertising campaign at George Ingalls Equestrian Event Center the following weekend.

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

Chair Renfree stated that the subcommittee has not met and had nothing to report.

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

Member da Rosa stated that he, Management Analyst Newton and Consultant Grody met with a farmers' market manager to receive insight on the Community Center site and to discuss average rates for market managers. The market manager thought it was a good location, however he was reluctant to share his contracts with other cities.

Member da Rosa also explained that he and Member Schwab reached out to the business community and to nonprofit organizations to encourage participation and advertising regarding National Night Out.

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

Member da Rosa explained that the Business Enhancement Subcommittee is continuing to look for ways to increase business license revenue and to identify business license policing processes.

5. DISCUSSION / ACTION ITEMS:

A. Business Appreciation Initiative Nominee Selection

Member da Rosa presented the subcommittee's top two nominees for the Business Appreciation Initiative: Sparky's Electric and Fairfield Inn and Suites.

M/S MALONE/SCHWAB to approve the recommendation of Sparky's Electric and Fairfield Inn and Suites as the top two nominees to receive the Business Appreciation Initiative on August 17, 2016. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: BASH, BELL, LEONARD

ABSTAIN: COLLINS

B. CGI Video Review

Management Analyst Newton and Consultant Grody presented draft versions of the newly produced Norco Community Video Tour. The videos included: Welcome, Economic Development and Tourism.

The EDAC members recommended showcasing a local hotel in the tourism video and dropping the association with Beverly Hills in the Economic Development video.

M/S SCHWAB/HOFFMAN to receive and file the draft versions of the Norco Community Video Tour. The motion was carried by the following roll call vote:

AYES: COLLINS, DA ROSA, HOFFMAN, MALONE, RENFREE, SCHWAB

NOES: NONE

ABSENT: BASH, BELL, LEONARD, MARTIN

ABSTAIN: NONE

C. Presentation of the Draft 2016 City of Norco Strategic Plan

City Manager Okoro presented a draft of the City of Norco 2016 Strategic Plan to be approved by all City commissions, including the EDAC, and recommended to the Norco City Council for approval. The Strategic Plan included new mission and vision statements, as well as five strategic directions: Infrastructure, Community Outreach, Financial Stability, Economic Development, and Public Safety. Each strategic direction included numerous action and sub-action plans to help staff identify and achieve each strategic direction.

M/S LEONARD/DA ROSA to approve the City of Norco 2016 Draft Strategic Plan and recommend it to the City Council for approval. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: BASH, BELL

ABSTAIN: HOFFMAN

6. EDAC / STAFF COMMUNICATIONS

A. Norco Area Chamber of Commerce and Visitors Center Update

Member Collins stated that the Chamber plans to have a booth at National Night Out on August 9, 2016. She also explained that the Chamber plans to host an information booth at the Norco Fair and is currently working to launch a "Visit Norco" website.

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

Consultant Grody had no information to report.

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

City Manager Okoro had no additional information to report.

D. Proposed EDAC Organizational Modifications (*City Clerk Link*)

City Clerk Link explained that the City Council asked staff to consider revising the current resolution regarding the organizational structure of the EDAC. Ms. Link presented an overview of proposed EDAC organizational modifications. The proposed changes included: Changing the EDAC membership from 11 members to nine members, adjusting the composition of EDAC to include one permanent Chamber representative and allowing the City Council to discuss the composition of the remaining eight members, eliminating the EDAC interview/recommendation process, and defining EDAC eligibility as follows: An applicant must have a current ownership interest in an active business located in the City of Norco; or the applicant must be an officer or management-level employee of an active business located in the City of Norco; or the applicant must be a Norco resident with valuable expertise in a relevant economic development discipline, such as marketing, hospitality, commercial real estate sales, leasing or development, retail management, or business administration. This third threshold for eligibility, which recognizes that some residents who are not part of the local business community are nonetheless potentially strong contributors, is available to no more than two (2) EDAC Members at any given time.

M/S SCHWAB/RENFREE to receive and file the proposed EDAC organizational modifications. The motion was carried by the following roll call vote:

AYES: COLLINS, DA ROSA, MALONE, MARTIN, RENFREE, SCHWAB

NOES: NONE

ABSENT: BASH, BELL, LEONARD

ABSTAIN: HOFFMAN

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E. EDAC Member Announcements

Member da Rosa stated that he has been in contact with Lee and Associates, who is trying to obtain lots along Pacific Avenue near the "Egg Ranch." He stated that he would be obligated to abstain from any recommendations regarding the property if he represented any parties in the transaction. Lee and Associates anticipates an 18-month escrow for the two properties.

F. Request for Items on Future Agendas (within the purview of the EDAC): **NONE**

G. Next Regular Meeting Scheduled: August 23, 2016

Chair Renfree announced that the next regular meeting is scheduled on August 23, 2016.

ADJOURNMENT

Chair Renfree adjourned the meeting at 9:58 a.m.

CITY OF NORCO STAFF REPORT

TO: Economic Development Advisory Council (EDAC) Members

FROM: Roger Grody, Economic Development Consultant

DATE: August 23, 2016

SUBJECT: Modifications to EDAC Resolution

RECOMMENDATION: Receive and File

At its meeting of August 3, 2016, the Norco City Council adopted some changes to the existing composition and operating procedures of the EDAC, resulting in adoption of Resolution 2016-53, attached.

The changes included removing the two existing City Council seats while retaining a total membership of 11 individuals, comprised of 10 business community representatives and one (1) Norco Area Chamber of Commerce representative. New members appointed to the EDAC will be selected from the Norco business community, and to ensure a greater representation from business enterprises of all sizes, the City Council adopted eligibility based on three criteria:

- 1) The applicant must have a current ownership interest in an active business located in the City of Norco; or
- 2) The applicant must be an officer or management-level employee of an active business located in the City of Norco; or
- 3) The applicant must be a Norco resident with valuable expertise in a relevant economic development discipline, such as marketing, hospitality, commercial real estate sales, leasing or development, retail management, or business administration. This third threshold for eligibility, which recognizes that some residents who are not part of the local business community are nonetheless potentially strong contributors, is available to no more than two (2) EDAC Members at any given time.

These changes, adopted by the City Council, will ensure that the City's dynamic business community is more fully represented in EDAC membership. The City Clerk's Office will begin to recruit for three vacancies in September 2016 and appointments will be made in January 2017. The previous tradition of EDAC Members interviewing nominees and making recommendations for appointments to City Council was terminated by City Council's action on August 3, 2016, making it more consistent with the City's Commissions.