



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

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: **Present:** 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

Chair Renfree announced that he and Vice Chair da Rosa met with City Staff to develop new goals for EDAC. The new goals will align directly with the City's newly approved 2016 Strategic Plan and will support the Strategic Directions outlined in the plan. The new goals will be presented to EDAC members in January 2017.

1. PUBLIC COMMENTS: NONE

2. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of July 26, 2016

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

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

3. SUBCOMMITTEE REPORTS:

A. Electronic Sign Subcommittee – *Malone & Schwab*

Member Schwab stated that the subcommittee has not meet. He asked Consultant Grody if he had spoken to Public Works Director Blais about a ride-along down Sixth Street. Consultant

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Grody stated that he has spoken to Public Works Director Blais and Deputy City Manager Petree, and recommended that the subcommittee meet in the near future to discuss the ride-along and the policies and procedures manual.

Member Leonard asked if the sign is generating significant revenue and if it has been self-sufficient. Member Schwab stated that the sign is generating revenue, but not at the rate that the cost model initially projected.

Mayor Bash stated that there seems to be less advertising on the sign and that the ads seem to be up for longer than six seconds.

Council Member Hoffman suggested that the Sign's Marketing Director, Diana McGrew, bring a report to EDAC. Consultant Grody stated that staff would present a financial report on the sign to EDAC with Ms. McGrew's report.

Management Analyst Newton stated that, according to the Subcommittee Calendar, the Electronic Sign Subcommittee is scheduled to present a report in October. Chair Renfree stated that the subcommittee would maintain said schedule unless there is a reason to present a report sooner. He would like to see a month-by-month revenue report to track seasonality.

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

Mayor Bash stated that he is going to create a prospective film-shoot location packet by next month.

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

Chair Renfree stated that the subcommittee has not met. He explained that the subcommittee's next deliverable was to create a leverage plan with SilverLakes Equestrian and Sports Park. Chair Renfree stated that SilverLakes is not ready to engage yet, therefore this task will be pushed off until next year. He stated that the subcommittee may not meet until early next year.

Mayor Bash suggested that the subcommittee should research the possibility of bringing "Board and Ride" or Bed and Breakfast locations to Norco. He stated that this is an opportunity that the City is missing.

Consultant Grody stated that he would like to see a Bed and Breakfast in Norco, as it aligns with the City's Strategic Plan and hospitality goals. He explained that this may be a complicated process to start, and it may be beneficial to contact experienced Bed and Breakfast operators or associations for insight.

City Manager Okoro stated that the City has looked into this concept before, however it did not move forward. He suggested that the Hospitality Subcommittee members, two Planning Commissioners and Planning Department staff members meet to determine the requirements of this type of project and evaluate if the project is feasible. If the project is determined to be feasible, the Hospitality Subcommittee should bring a report back to the EDAC to consider the project. After a framework is established, EDAC can assist with creating a recommendation to the City Council, if a recommendation is approved by EDAC. Consultant Grody agreed to arrange a meeting with the previously mentioned parties.

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

Vice Chair da Rosa stated that the subcommittee has not met. The subcommittee is waiting to review the Strategic Plan before pursuing a new project.

City Manager Okoro suggested that the EDAC could potentially focus their efforts on advocating for the revenue measure that is explained in the Strategic Plan. He explained that the EDAC has a significant role to play in communicating with residents when items, like this measure, are put on the ballot.

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

Vice Chair da Rosa explained that the subcommittee is continuing to research ways to monitor and police business licenses throughout Norco's real estate industry. The subcommittee has established a way that a staff member can identify new listings/sales in Norco to verify that all agents involved in transactions have a valid business license. The subcommittee plans to meet with Finance Department staff to discuss potential implementation tactics.

4. DISCUSSION / ACTION ITEMS:

A. Business Appreciation Initiative Nominee Selection

Vice Chair da Rosa presented the subcommittee's top two nominees for the Business Appreciation Initiative: Target and Bob's Big Boy.

M/S MALONE/HOFFMAN to approve the recommendation of Target and Bob's Big Boy as the top two nominees to receive the Business Appreciation Initiative on September 21, 2016. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: COLLINS

Mayor Bash suggested that Act One Construction and Circle City Roofing be reviewed to receive the Business Appreciation Initiative in the future.

Member Leonard suggested that the subcommittee consider local trailer stores to be reviewed to receive the Business Appreciation Initiative in the future.

B. EDAC Organizational Modifications Update

Consultant Grody presented the EDAC organizational modifications that the Norco City Council adopted on August 3, 2016. The changes, resulting in adoption of Resolution 2016-53, included terminating the previous tradition of EDAC members interviewing nominees and making recommendations for appointments to City Council, 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

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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.

Consultant Grody explained that 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.

Member Malone questioned why City Council members were eliminated from EDAC and stated that the membership should have had a voice in suggesting the modifications.

Council Member Hoffman stated that City Council members can rely on staff to deliver ideas or messages to the EDAC. He explained that the EDAC would be better off with a diverse membership with members from hospitality industries, rather than City Council members.

Mayor Bash disagreed with Council Member Hoffman and explained that EDAC should be a think-tank with input from the City Council.

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

AYES: BASH, BELL, COLLINS, DA ROSA, HOFFMAN, LEONARD, MARTIN, RENFREE

NOES: SCHWAB

ABSENT: NONE

ABSTAIN: MALONE

C. Volunteer Credit for EDAC Members

Management Analyst Newton explained that she followed up on Member Schwab's suggestion and spoke with the City Clerk and the Human Resources Analyst regarding recognizing EDAC members as City volunteers. Staff proposed that EDAC members receive volunteer credit for all time spent working on EDAC projects, outside of regular and special meetings.

The EDAC membership stated that they would like volunteer credit for regular and special meetings, as well as subcommittee meetings, so that members are covered by City insurance at all times.

M/S HOFFMAN/LEONARD to send item 4.C., regarding volunteer credit for EDAC members, back to staff for further review. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

5. EDAC / STAFF COMMUNICATIONS

A. Norco Area Chamber of Commerce and Visitors Center Update

Member Collins explained that the Norco Area Chamber of Commerce and Visitors Center will staff the information booth at the Norco Fair. She explained that members may purchase tickets for the First Responders Luncheon online. In addition, the Chamber is working with the Navy and the Corona and Riverside Chambers of Commerce on the Navy Birthday Ball in October 2016.

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

Consultant Grody explained that staff submitted approval for the new community videos and they will be posted on the City website in the near future. The videos will be used for marketing purposes. City staff also met with staff at the Fairfield Inn and Suites as an ongoing effort to strengthen ties with Norco's hospitality industry and to meet with new businesses.

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

City Manager Okoro explained that the Planning Commission approved the site plan for a new Holiday Inn Express to be built at the southeast corner of Fifth Street and Hamner Avenue. The Planning Commission asked that various items come back for consideration, including the building's western architecture and a variance. In addition, staff is currently reviewing the City's water and sewer rates, per the Strategic Plan. He also explained that the City will implement a new work order system to track the location and cost of maintaining City infrastructure.

D. EDAC Member Announcements

Council Member Hoffman announced that three Under Armor Brothers in Arms football games will be held at Norco High School, in conjunction with a veterans' appreciation dinner.

Mayor Bash announced that a Wheel Chair Basketball Tournament will be held on October 22-23, 2016.

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

F. Next Regular Meeting Scheduled: September 27, 2016

Chair Renfree announced that the next regular meeting is scheduled on September 27, 2016.

ADJOURNMENT

Chair Renfree adjourned the meeting at 9:23 a.m.