



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

**Tuesday, January 23, 2018
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
- Antonio Barreto, Member
- Michael Bell, Member
- Diane Collins, Member
- Ashley Etchison, Member
- Michael Kayl, Member
- Vicki Leonard, Member
- Patrick Malone, Member
- Chris Muller, Member
- Michael Ryan, Member

PLEDGE OF ALLEGIANCE: Chair Brad Renfree

1. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of October 24, 2017. **Recommended Action: Approve the EDAC regular meeting minutes.** (Management Analyst)

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. Please complete a speaker card and present it to the Meeting Clerk so that you may be recognized.*

3. DISCUSSION / ACTION ITEMS:

A. Discussion on the Balance between Western Architecture and Commercial Marketability

Recommended Action: Receive and file.

B. Verbal Discussion by Chair and Vice Chair Regarding EDAC Objectives

4. EDAC / STAFF COMMUNICATIONS:

A. City Manager Update

B. Economic Development Update

C. Upcoming Event Announcements

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

E. Next Regular Meeting Scheduled: February 27, 2018

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
REGULAR MEETING MINUTES**

**Tuesday, October 24, 2017
City Hall – Conference Rooms A & B, 2870 Clark Avenue, Norco, CA 92860**

CALL TO ORDER: 8:16 a.m.

ROLL CALL:

Present: Scott da Rosa, Vice Chair
Antonio Barreto, Member
Michael Bell, Member
Diane Collins, Member
Ashley Etchison, Member
Michael Kayl, Member
Vicki Leonard, Member
Patrick Malone, Member
Chris Muller, Member (*Arrived at 8:20 a.m.*)
Michael Ryan, Member

Absent: Brad Renfree, Chair

PLEDGE OF ALLEGIANCE: Vice Chair Scott da Rosa

1. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of September 26, 2017.

M/S MALONE/ETCHISON to approve the regular meeting minutes of September 26, 2017, as presented. The motion was carried by the following roll call vote:

AYES: BARRETO, BELL, COLLINS, DA ROSA, ETCHISON, KAYL, LEONARD, MALONE, MULLER, RYAN

NOES: NONE

ABSENT: RENFREE

ABSTAIN: NONE

2. PUBLIC COMMENTS

No comments were made.

3. WORK GROUP UPDATES:

A. Business Development and Retention Work Group

Member Etchison reported that the work group further discussed hosting a local business focus group. So far, the work group has discussed limiting the focus group to approximately 15 business representatives and holding the focus group at a non-government location. The work group is evaluating how to select businesses to participate in the focus group and has discussed sending a questionnaire to all storefront businesses with a City business license. The work group plans to select focus group participants based on the questionnaire responses.

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A. Farmers Market Work Group

Vice Chair da Rosa reported that the grand opening of the Norco Certified Farmers Market is on Sunday, October 29, and will include approximately 20 vendors. The City has distributed information via social media and recently sent promotional mailers to all addresses in Norco, as well as select parts of the City of Eastvale. Vice Chair da Rosa encouraged everyone to promote and attend the Market.

B. Horsetown USA Trademark Work Group

Vice Chair da Rosa reported that the work group had nothing new to report.

C. Sixth Street Sign Work Group

Member Malone and Consultant Grody reported that the work group and staff met with Sales Consultant Diana McGrew to review sales strategies for the upcoming year. Members Leonard and Collins were added to the work group.

4. DISCUSSION / ACTION ITEMS:

A. Business Appreciation Initiative Nominee Selection

M/S MALONE/RYAN to approve the recommendation of Thrifty Horse and Silverado Burgers as the top two nominees to receive the Business Appreciation Initiative on November 15, 2017. The motion was carried by the following roll call vote:

AYES: BARRETO, BELL, COLLINS, DA ROSA, ETCHISON, KAYL, LEONARD, MALONE, MULLER, RYAN

NOES: NONE

ABSENT: RENFREE

ABSTAIN: NONE

M/S LEONARD/ETCHISON to approve the recommendation of Silverado Burgers and Hidden Valley Golf Club/Villa Amalfi Ristorante as the top two nominees to receive the Business Appreciation Initiative on December 20, 2017. The motion was carried by the following roll call vote:

AYES: BARRETO, BELL, COLLINS, DA ROSA, ETCHISON, KAYL, LEONARD, MALONE, MULLER, RYAN

NOES: NONE

ABSENT: RENFREE

ABSTAIN: NONE

M/S ETCHISON/COLLINS to approve the recommendation of Hidden Valley Golf Club/Villa Amalfi Ristorante and Browning Dodge Chrysler Jeep Ram as the top two nominees to receive the Business Appreciation Initiative on January 17, 2018. The motion was carried by the following roll call vote:

AYES: BARRETO, BELL, COLLINS, DA ROSA, ETCHISON, KAYL, LEONARD, MALONE, MULLER, RYAN

NOES: NONE

ABSENT: RENFREE

ABSTAIN: NONE

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After discussion regarding EDAC members' businesses being recognized in the Business Appreciation Initiative program, City Manager Okoro requested that, at a future meeting, the EDAC adopt official rules and guidelines that allow EDAC members' businesses to be considered for potential recognition. Vice Chair da Rosa concurred and reminded the members that they are encouraged to submit business recommendations to the work group to be recognized.

M/S COLLINS/MALONE to approve the recommendation of Browning Dodge Chrysler Jeep Ram and AFS Printing as the top two nominees to receive the Business Appreciation Initiative on February 21, 2018. The motion was carried by the following roll call vote:

AYES: BARRETO, BELL, COLLINS, DA ROSA, ETCHISON, KAYL, LEONARD, MALONE, RYAN

NOES: NONE

ABSENT: RENFREE

ABSTAIN: MULLER

B. Discussion on Future EDAC Projects

Consultant Grody reported that he and Member Collins, along with Council Member Kevin Bash, met with the Riverside County Film Commission, which is influential in referring shooting locations to producers of entertainment projects. The group discussed elevating Norco's reputation in the entertainment industry due to the economic impact of each film shoot. During the meeting, attendees discussed creating a digital registry or database of shooting locations in Norco. The catalog would be accessible via the City's website and the Film Commission's website. Member Collins stated that this project does fit into the purview of EDAC. A new work group was created, entitled Film Norco, which includes Members Leonard and Collins.

Member Etchison stated that more project ideas may develop organically after the business focus group is conducted.

C. EDAC / STAFF COMMUNICATIONS:

A. City Manager Update

City Manager Okoro reported that the City was recently served with a demand letter from Shenkman & Hughes alleging a violation of the California Voting Rights Act and threatening litigation if the City does not convert to a district-based election system. Norco currently utilizes an at-large election system in which registered voters cast votes for every Council seat. Changing to district-based elections would result in the City being divided into five districts, each with one Council Member who resides in the district and is chosen solely by the voters in that district. The City has retained a demographer to produce more thorough data for review. The City Council will look into various options.

City Manager Okoro also reported that staff recently presented the year-end financial report to the City Council. The City showed strength in the General Fund, specifically due to increased sales tax and transient occupancy tax (TOT) revenue. The City experienced significant savings with its fire services contract, which supported additional growth in the General Fund. The City's Water and Sewer Fund also experienced growth.

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City Manager Okoro announced that the City will host the League of California Cities Riverside Division meeting in November at the Hidden Valley Golf Club/Villa Amalfi Ristorante.

Management Analyst Newton reported on the City's new Community Outreach Tour, in which the City Council and staff will bring City Hall to the residents via a pop-up booth hosted in neighborhood parks in order to answer questions and engage in community conversations.

B. Economic Development Update

Consultant Grody did not have anything new to report.

C. EDAC Member Announcements

No announcements were made.

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

No requests were made.

E. Next Regular Meeting Scheduled: January 23, 2018

Vice Chair da Rosa announced that EDAC goes dark during November and December due to the holiday schedule, therefore the next regular meeting is scheduled on January 23, 2018.

ADJOURNMENT

Vice Chair da Rosa adjourned the meeting at 9:13 a.m.

Kelli Newton, Management Analyst

CITY OF NORCO STAFF REPORT

TO: Economic Development Advisory Council (EDAC) Members

FROM: Roger Grody, Economic Development Consultant

DATE: January 23, 2018

SUBJECT: Discussion on the Balance between Western Architecture and Commercial Marketability

RECOMMENDATION: Receive and File.

SUMMARY: The City of Norco has a longstanding policy of requiring new businesses to adopt Western architectural features consistent with the prevailing character of Horsetown USA. There has always been a natural friction between the interests of corporate-branded retail stores, restaurants and hotels who have their own signature design elements and the City's desire to maintain its unique character. In addition to Norco, many cities throughout the Western U.S.—places like San Dimas, California; Durango, Colorado; and Scottsdale, Arizona—have struggled with these issues.

BACKGROUND/ANALYSIS: Occasionally, the City faces a situation in which a business's corporate identity is simply incompatible with Norco's Western theme, and insisting on complete compliance with local architectural preferences could jeopardize a project. This discussion, therefore, will focus on the degree to which flexibility is required by the City. In other words, is the Western architecture so essential to the community's character that it is worth sacrificing potential revenue, or is this an issue that warrants compromise?

Generally, a strictly orthodox approach to design review is ill-advised (except in designated historic districts), but some EDAC Members may believe the character of the community must never be compromised. This discussion invites all viewpoints on the issue, and the attitudes presented will be helpful to local policymakers and developers in the future.

FISCAL IMPACT: None.

RECOMMENDATION: Receive and file.