



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

**Tuesday, April 24, 2018
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
Antonio Barreto, Member
Michael Bell, Member
Diane Collins, Member
Ashley Etchison, Member
Michael Kayl, Member
Vicki Leonard, Member (*Left at 9:18 a.m.*)
Chris Muller, Member (*Arrived at 8:22 a.m.*)
Michael Ryan, Member

Absent: Patrick Malone, Member

PLEDGE OF ALLEGIANCE: Member Michael Bell

1. APPROVAL OF MINUTES

A. EDAC Regular Meeting Minutes of March 27, 2018

M/S DA ROSA/ETCHISON to approve the regular meeting minutes of March 27, 2018, as presented.

The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: MALONE, MULLER

ABSTAIN: NONE

2. PUBLIC COMMENTS

No public comments were made.

3. DISCUSSION / ACTION ITEMS

A. Update on how the City of Norco can Participate in the 2028 Summer Olympic Games

Consultant Grody explained that staff contacted the LA 2028 Olympics Committee and the representatives were very receptive to the City of Norco's interest in participating in the upcoming Summer Games. The Olympic representatives outlined various opportunities for Norco that could be explored in the years leading up to the Games, including hotel accommodations, soccer team acclimatization during practice sessions, and cultural exchange events, such as a rodeo or an event like Day of the Cowboy. The Committee explained that equestrian practice and competition will not be hosted in Norco due to strict quarantine regulations. The Committee will begin the inventory process in approximately five years, at which point the City can begin to plan for the 2028 Games.

M/S DA ROSA/LEONARD to receive and file the presented information regarding how the City of Norco can participate in the 2028 Summer Olympic Games. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: MALONE

ABSTAIN: NONE

B. Verbal Report on General Fund and Capital Projects Fund Long-Range Financial Projections

City Manager Okoro presented an overview of the General Fund and Capital Projects Fund Long-Range Financial Projection. He encouraged the EDAC members to watch the entire presentation from the City Council Study Session, which was held on April 4, 2018, on the City's website. He explained that the City's projected revenue growth is 1.5% annually for the next 10 years, which is not a significant amount of growth, as sales tax and property tax are not forecasted to increase significantly. He further explained that expenditures are projected to grow 4.5% annually due to the rising cost of public safety services. City Manager Okoro explained that the City's "rainy-day" reserve fund, which has over \$10 million, will be exhausted by 2022 if the City does not do anything to narrow the gap between revenues and expenditures.

City Manager Okoro explained that the City will need an additional \$5 million annually in order to at least maintain the City's current level of services and support infrastructure needs. He explained that the City Council directed staff to prepare the necessary ordinances and resolutions required to place a one-cent add-on sales tax revenue measure on the November 2018 ballot. He encouraged EDAC members to help convey the City's budget projections and funding needs, and stressed that the City will be in significant financial trouble if it does not find a way to generate additional revenue.

Member Ryan asked if it would be possible to increase the City's transient occupancy tax (TOT). City Manager Okoro explained that the City recently increased TOT from 8% to 11%, which is a comparable rate in the region.

Member Leonard supported the idea of a potential sales tax revenue measure because it is shared by residents and visitors, compared to a parcel tax, which solely affects residents.

Member Barreto asked if the sales tax revenue will be enough to make up the deficit. City Manager Okoro explained that the additional \$5 million would definitely help, however it will take a hybrid of solutions, including more economic development, to fully make up the deficit.

M/S BARRETO/ETCHISON to receive and file the presented information regarding the long-range financial projections pertaining to the General Fund and Capital Projects Fund. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: MALONE

ABSTAIN: NONE

4. EDAC / STAFF COMMUNICATIONS

A. City Manager Update

City Manager Okoro announced that the City Council Budget Workshop would take place on May 2, 2018 at 4 p.m. and invited EDAC members to attend and participate.

B. Economic Development Update

Consultant Grody reported that the City has received more film permits than normal. In addition, he reported that the Holiday Inn Express submitted plans for review.

Economic Development Advisory Council Regular Meeting Minutes

Page 3

April 24, 2018

C. Upcoming Event Announcements

Management Analyst Newton announced that the Norco Youth Advisory Council would host a youth emergency preparedness training on May 5, 2018 from 10 a.m. – 2 p.m., and that the City's annual Volunteer Dinner would be held on May 8, 2018 at 6 p.m. at Nellie Weaver Hall. She also announced that recruitment began for the City's various Commissions and Advisory Councils, including EDAC, and promoted the launch of The Norco Newsroom, the City's new digital communication campaign.

Member Barreto encouraged the EDAC members to attend Horseweek at the Ingalls Equestrian Event Center.

Member Ryan announced that the local chambers would host a Riverside County Supervisor Candidate Forum at SilverLakes on May 14, 2018.

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

Chair Renfree requested that Consultant Grody expand his economic development update section at each meeting so that the members can better understand and assist the department.

Vice Chair da Rosa requested that EDAC discuss ways to enhance business development.

Member Leonard requested a copy of the City's fee schedule of business-related services.

Chair Renfree requested a short presentation on the City's planning process. City Manager Okoro suggested that EDAC review the Planning Department's flow chart that explains how to open a business in Norco in order to make the process more user friendly.

E. Next Regular Meeting Scheduled: May 22, 2018

Chair Renfree announced that the next regular meeting is scheduled on May 22, 2018.

ADJOURNMENT

Chair Renfree adjourned the meeting at 9:20 a.m.

Kelli Newton, Management Analyst