



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

**Tuesday, February 26, 2019
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, Chair
Ashley Etchison, Vice Chair
Antonio Barreto, Member
Nicole Hansen, Member
Michael Kayl, Member
Patrick Malone, Member
Chris Muller, Member (*Arrived at 8:27 a.m.*)
Susan Olmstead-Bowen, Member
Michael Ryan, Member (*Arrived at 8:17 a.m.*)

Absent: Diane Collins, Member
Vicki Leonard, Member

PLEDGE OF ALLEGIANCE: Chair Scott da Rosa

1. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of January 22, 2019

M/S MALONE/KAYL to approve the regular meeting minutes of January 22, 2019, as presented. The motion was carried by the following roll call vote:

AYES: DA ROSA, ETCHISON, HANSEN, KAYL, MALONE, OLMSTEAD-BOWEN, RYAN

NOES: NONE

ABSENT: COLLINS, LEONARD, MULLER

ABSTAIN: BARRETO

2. PUBLIC COMMENTS:

No public comments were made.

3. DISCUSSION / ACTION ITEMS:

A. Discussion on Sales Tax Update, 3rd Quarter 2018 (*Economic Development Consultant*)

Consultant Grody presented the 3rd Quarter 2018 Sales Tax Update. He explained that the State of California continues to transition to a new software system, which has resulted in some lost and late data, therefore the report is not fully complete. This software transition has affected every city in California.

M/S OLMSTEAD-BOWEN/MALONE to receive and file the 3rd Quarter 2018 Sales Tax Update. The motion was carried by the following roll call vote:

AYES: BARRETO, DA ROSA, ETCHISON, HANSEN, KAYL, MALONE, MULLER, OLMSTEAD-BOWEN, RYAN

NOES: NONE

ABSENT: COLLINS, LEONARD

ABSTAIN: NONE

B. Business Appreciation Initiative Nominee Selection

Chair da Rosa presented the Selection Committee's nominations to receive the Business Appreciation Initiative in March 2019, April 2019, May 2019, and June 2019.

M/S MALONE/HANSEN to approve the recommendation of Boot Barn as the nominee to receive the Business Appreciation Initiative in March 2019. The motion was carried by the following roll call vote:

AYES: BARRETO, DA ROSA, ETCHISON, HANSEN, KAYL, MALONE, MULLER, OLMSTEAD-BOWEN, RYAN

NOES: NONE

ABSENT: COLLINS, LEONARD

ABSTAIN: NONE

M/S RYAN/MALONE to approve the recommendation of Linda's Hay and Feed as the nominee to receive the Business Appreciation Initiative in April 2019. The motion was carried by the following roll call vote:

AYES: BARRETO, DA ROSA, ETCHISON, HANSEN, KAYL, MALONE, MULLER, OLMSTEAD-BOWEN, RYAN

NOES: NONE

ABSENT: COLLINS, LEONARD

ABSTAIN: NONE

M/S HANSEN/MALONE to approve the recommendation of In-N-Out as the nominee to receive the Business Appreciation Initiative in May 2019. The motion was carried by the following roll call vote:

AYES: BARRETO, DA ROSA, ETCHISON, HANSEN, KAYL, MALONE, MULLER, OLMSTEAD-BOWEN, RYAN

NOES: NONE

ABSENT: COLLINS, LEONARD

ABSTAIN: NONE

M/S MALONE/OLMSTEAD-BOWEN to approve the recommendation of Ace Hardware as the nominee to receive the Business Appreciation Initiative in June 2019. The motion was carried by the following roll call vote:

AYES: BARRETO, DA ROSA, ETCHISON, HANSEN, KAYL, MALONE, MULLER, OLMSTEAD-BOWEN, RYAN

NOES: NONE

ABSENT: COLLINS, LEONARD

ABSTAIN: NONE

C. Verbal Discussion on EDAC's Role in Attracting the Photonics Industry to Norco

Member Malone presented research on the photonics industry, focusing on global market segments and trends that could support photonics-related business development in Norco.

Vice Chair Etchison explained that Norco College will soon initiate a feasibility study regarding the photonics industry in Norco.

City Manager Okoro explained that City staff plans to meet with Norco College and Naval personnel to discuss various opportunities related to the photonics industry. He explained that the efforts should be spearheaded by the Navy due to its access to funding. In regard to EDAC's role in the subject matter, City Manager Okoro explained that the membership has an advocacy role, specifically to encourage and support the Navy's involvement in attracting the photonics industry to Norco.

The members agreed that it was premature to make a formal recommendation and requested staff updates about photonics-related meetings and progress as they become available.

M/S OLMSTEAD-BOWEN/MALONE to receive and file the presented information regarding EDAC's role in attracting the photonics industry to Norco. The motion was carried by the following roll call vote:

AYES: BARRETO, DA ROSA, ETCHISON, HANSEN, KAYL, MALONE, MULLER, OLMSTEAD-BOWEN, RYAN

NOES: NONE

ABSENT: COLLINS, LEONARD

ABSTAIN: NONE

4. EDAC / STAFF COMMUNICATIONS:

A. City Manager Update

City Manager Okoro announced that the City Council recently approved the recommended mid-year budget adjustments. In addition, he explained that the Measure R sales tax increase goes into effect on April 1, 2019.

B. Economic Development Update

Consultant Grody did not have an economic development update.

C. Upcoming Event Announcements

Member Olmstead-Bowen announced the Norco Horsemen's Association's Casino Night fundraiser on March 9, 2019, as well as the Kiwanis Club's 5K race on March 30, 2019.

Vice Chair Etchison announced Norco College's Dinner with the President on April 18, 2019.

Management Analyst Newton announced UNLOAD's Youth Town Hall Meeting on March 14, 2019, as well as the State of the City Address on March 21, 2019.

Member Barreto announced that Horseweek begins on April 12, 2019.

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

No items were requested.

E. Next Regular Meeting Scheduled: March 26, 2019

Chair da Rosa announced that the next regular meeting is scheduled on March 26, 2019.

ADJOURNMENT

Chair da Rosa adjourned the meeting at 8:59 a.m.

Kelli Newton, Management Analyst