



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

**Tuesday, January 28, 2020
City Hall – Conference Rooms A & B, 2870 Clark Avenue, Norco, CA 92860**

CALL TO ORDER: 8:15 a.m.

ROLL CALL: Patrick Malone, Chair
Diane Collins, Vice Chair
Ashley Etchison, Member
Nicole Hansen, Member
Michael Kayl, Member
Vicki Leonard, Member
Chris Muller, Member
Michael Ryan, Member
Sigrid Williams, Member

PLEDGE OF ALLEGIANCE: Chair Patrick Malone

1. APPROVAL OF MINUTES:

- A. EDAC Regular Meeting Minutes of September 24, 2019
Recommended Action: Approve the EDAC regular meeting minutes.
- B. EDAC Special Meeting Minutes of October 29, 2019
Recommended Action: Approve the EDAC special meeting minutes.

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

3. DISCUSSION / ACTION ITEMS:

- A. Sales Tax Update, 3rd Quarter 2019
Recommended Action: Receive and file.
- B. Business Appreciation Initiative Selection Committee Structure and Nominee Selection
Recommended Action: Select one member to fill the vacancy on the Business Appreciation Initiative Selection Committee, and approve the businesses nominated by the Selection Committee for Business Appreciation Initiative recognition in February 2020, March 2020, April 2020 and May 2020.
- C. Letter to Streets, Trails and Utilities Commission Regarding Sixth Street Traffic and Fencing
Recommended Action: Approve draft letter.
- D. Reconstitution of Current EDAC Membership
Recommended Action: Provide direction.
- E. Strategic Planning for EDAC in 2020
Recommended Action: Provide direction.

Economic Development Advisory Council Regular Meeting Agenda

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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 25, 2020

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 - DRAFT**

**Tuesday, September 24, 2019
City Hall – Conference Rooms A & B, 2870 Clark Avenue, Norco, CA 92860**

CALL TO ORDER: 8:15 a.m.

ROLL CALL:

Present: Scott da Rosa, Chair
Diane Collins, Member
Nicole Hansen, Member
Michael Kayl, Member
Vicki Leonard, Member
Patrick Malone, Member
Michael Ryan, Member
Sigrid Williams, Member

Absent: Ashley Etchison, Vice Chair
Chris Muller, Member

PLEDGE OF ALLEGIANCE: Member Michael Kayl

1. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of August 27, 2019

M/S LEONARD/COLLINS to approve the regular meeting minutes of August 27, 2019, as presented. The motion was carried by the following roll call vote:

AYES: COLLINS, DA ROSA, HANSEN, KAYL, LEONARD, MALONE, RYAN, WILLIAMS

NOES: NONE

ABSENT: ETCHISON, MULLER

ABSTAIN: NONE

2. PUBLIC COMMENTS:

No public comments were made.

3. DISCUSSION / ACTION ITEMS:

A. Verbal Discussion on Enhancing Commercial Beautification

The members discussed a variety of action plans to enhance commercial beautification throughout the business districts located on Sixth Street and Hamner Avenue. The action plans included:

1. Public Improvements on Sixth Street that Support Horseback Riding and Commerce
 - a. Speed Prevention
 - b. Traffic Flow Enhancements
 - c. Trail and Right-of-Way Maintenance
 - d. Community Service Programs
2. Exterior Thematic Consistency in Business Districts
 - a. Development of Aesthetic Standards
 - i. Architectural Theme
 - ii. Color Scheme
 - iii. Fencing

- iv. Landscaping
- v. Roofing
- vi. Signage
- 3. Stakeholder Outreach and Engagement to Garner Support and Buy-In
 - a. Incentives/Rewards for Adopting Aesthetic Standards and Meeting Criteria
 - i. Business Promotion by City of Norco
 - b. Resources that Help Businesses Achieve Aesthetics and Affordability
 - i. Riverside County Economic Development Agency

The members stressed that the City must first maintain the appeal of its trails, infrastructure and facilities so that businesses are more likely to acknowledge the beautification efforts and, in turn, support the overall mission.

The membership agreed to form specific recommendations to make business districts more attractive and appealing for consumers and future business owners at its next meeting.

4. EDAC / STAFF COMMUNICATIONS:

A. Recommendation and Implementation Update

No update was provided.

B. City Manager Update

City Manager Andy Okoro did not provide an update.

C. Economic Development Update

Consultant Roger Grody announced that City staff met with representatives from the Inland Empire Chapter of SCORE to discuss opportunities for one-on-one mentoring sessions between a SCORE mentor and Norco business owners. He also announced that City staff continues to meet with the Chamber of Commerce to implement EDAC recommendations, including SCORE workshops, and City staff met with the operators of the new WoodSpring Suites.

D. Upcoming Event Announcements

Communications Manager Kelli Newton announced that the Norco/Eastvale Rotary Club will host a Norco Community Town Hall Meeting on Monday, October 21, at 6:30 p.m. at Nellie Weaver Hall.

Member Malone announced that Support Sisterz will host a 5K Walk/Run on Saturday, October 19.

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

No items were requested.

F. Next Regular Meeting Scheduled: October 22, 2019

Chair da Rosa announced that the next regular meeting is scheduled on October 22, 2019.

ADJOURNMENT

Chair da Rosa adjourned the meeting at 9:14 a.m.



**CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
SPECIAL MEETING MINUTES - DRAFT**

**Tuesday, October 29, 2019
City Hall – Conference Rooms A & B, 2870 Clark Avenue, Norco, CA 92860**

CALL TO ORDER: 8:15 a.m.

ROLL CALL:

Present: Scott da Rosa, Chair
Ashley Etchison, Vice Chair
Diane Collins, Member
Nicole Hansen, Member
Vicki Leonard, Member
Patrick Malone, Member
Chris Muller, Member
Michael Ryan, Member
Sigrid Williams, Member

Absent: Michael Kayl, Member

PLEDGE OF ALLEGIANCE: Chair Scott da Rosa

1. PUBLIC COMMENTS:

Jamie Ball, President/CEO of the Norco Area Chamber of Commerce, introduced Chris Raahauge, the owner of Shelter for Change, a Norco-based non-profit organization that offers transitional living and support for recovering addicts.

Chris Raahauge provided additional background on Shelter for Change, and explained how the organization's members can volunteer to assist with community service and enhancement projects, including trail clean-up projects, in order to help beautify Norco.

2. DISCUSSION / ACTION ITEMS:

A. Verbal Discussion on Enhancing Commercial Beautification

The EDAC Members discussed potential action plans to enhance commercial beautification throughout the business districts located on Sixth Street and Hamner Avenue, including public improvements and traffic calming on Sixth Street that support horseback riding, recreation and commerce; exterior thematic consistency in business districts, such as keeping a western theme on Sixth Street; and stakeholder outreach and engagement programs to garner support and participation in façade.

M/S LEONARD/COLLINS to send the Streets, Trails and Utilities Commission a letter that states EDAC's concerns regarding how motorists' high speeds can negatively affect businesses on Sixth Street and urges the Commission to evaluate traffic calming measures. The motion was carried by the following roll call vote:

AYES: COLLINS, DA ROSA, ETCHISON, HANSEN, LEONARD, MALONE, MULLER, RYAN, WILLIAMS

NOES: NONE

ABSENT: KAYL

ABSTAIN: NONE

October 29, 2019

SUBSEQUENT M/S LEONARD/MALONE to include the original motion with the additions of EDAC's recommendation to reevaluate the trail fencing on Sixth Street to be consistent with the current citywide fencing standards, and EDAC's concerns regarding how motorists' high speeds can negatively affect pedestrians, cyclists and equestrians traveling and patronizing businesses on Sixth Street. The motion was carried by the following roll call vote:

AYES: COLLINS, DA ROSA, ETCHISON, HANSEN, LEONARD, MALONE, MULLER, RYAN, WILLIAMS

NOES: NONE

ABSENT: KAYL

ABSTAIN: NONE

M/S DA ROSA/MALONE to direct staff to develop opportunities for EDAC to work with the Planning Department and Planning Commission to evaluate current development standards and work together to determine if new standards should be created for existing business façades to become more uniform and consistent with new construction. The motion was carried by the following roll call vote:

AYES: COLLINS, DA ROSA, ETCHISON, HANSEN, LEONARD, MALONE, MULLER, RYAN, WILLIAMS

NOES: NONE

ABSENT: KAYL

ABSTAIN: NONE

M/S ETCHISON/LEONARD to direct staff to research an incentive program that encourages existing businesses to invest in their façades to meet future beautification standards. The motion was carried by the following roll call vote:

AYES: COLLINS, DA ROSA, ETCHISON, HANSEN, LEONARD, MALONE, MULLER, RYAN, WILLIAMS

NOES: NONE

ABSENT: KAYL

ABSTAIN: NONE

3. EDAC / STAFF COMMUNICATIONS:

A. Recommendation and Implementation Update

No update was provided.

B. City Manager Update

City Manager Andy Okoro did not provide an update.

C. Economic Development Update

Consultant Roger Grody announced that City staff continues to connect with representatives from the Inland Empire Chapter of SCORE to discuss opportunities for one-on-one mentoring sessions between a SCORE mentor and Norco business owners. He also announced that the new WoodSpring Suites is scheduled to open on November 10.

D. Upcoming Event Announcements

No announcements were made.

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

No items were requested.

October 29, 2019

F. Next Regular Meeting Scheduled: January 24, 2020

Chair da Rosa announced that the next regular meeting is scheduled on January 24, 2020.

4. ELECTION OF CHAIR AND VICE CHAIR

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

AYES: COLLINS, ETCHISON, HANSEN, LEONARD, MALONE, MULLER, RYAN, WILLIAMS

NOES: NONE

ABSENT: KAYL

ABSTAIN: DA ROSA

M/S LEONARD/HANSEN to nominate Diane Collins as EDAC Vice Chair. The motion was carried by the following roll call vote:

AYES: COLLINS, ETCHISON, HANSEN, LEONARD, MALONE, MULLER, RYAN, WILLIAMS

NOES: NONE

ABSENT: KAYL

ABSTAIN: DA ROSA

ADJOURNMENT

Chair Malone adjourned the meeting at 9:14 a.m.

Kelli Newton, Communications Manager

CITY OF NORCO STAFF REPORT

TO: Economic Development Advisory Council (EDAC) Members
FROM: Roger Grody, Economic Development Consultant
DATE: January 28, 2020
SUBJECT: Sales Tax Update, 3rd Quarter 2019
RECOMMENDATION: Receive and File

Staff continues to provide EDAC Members with quarterly City of Norco Sales Tax Updates from HdL Companies, the City's consultant. Sales tax data tends to lag somewhat, so this information is from the 3rd Quarter of 2019, ending September 30, 2019. Attached are the same summaries presented to the City Council. Detailed information on specific businesses is confidential, but the highlights below provide a valuable overview.

Most of the problems the State had encountered with its new accounting software program have been resolved and while the system is finally beginning to stabilize, some late or misallocated data continues to appear. Additionally, some comparisons to the 3rd Quarter of 2018 are skewed because that period a year ago was the height of the State's data problems. In this report, aberrations have been adjusted for a more accurate reading of the data.

Some major observations gleaned from the most recent HdL report include the following:

- Overall City of Norco receipts in the 3rd Quarter of 2019 were 7.9% below the same quarter in 2018. However, the adjusted figures—which filter out overpayments or errors in the previous year—show a modest increase of 3.8% over the comparable quarter in 2018.
- Revenue from auto sales was modestly lower (-2.2% adjusted) than the 3rd Quarter of 2018. Analysts at HdL report that after eight years of unprecedented growth, auto sales have fully entered a natural decline and this cyclical industry is facing challenges throughout California and the nation. In Norco, a healthy 28.3% increase in used car sales has mitigated the impact of the slowdown in new vehicle purchases.
- Adjusted data indicates an increase in revenue from restaurants/hotels, up 3.1% over the same quarter in 2018.
- The adjusted receipts for fuel and service stations was 2.5% higher than last year's quarter. This category tends to be volatile, as it is sensitive to shifting prices of petroleum products.
- Revenue from State and County "pools" increased 8.7% year-over-year, on an adjusted basis, and continues to reflect increased consumer online spending. This revenue represents the City of Norco's proportionate share of tax from transactions that do not have a clearly defined point-of-sale, including some Internet-generated sales, as well as tax generated by private sales of motor vehicles, distributed through the DMV.
- Included in the pools for the second quarter is some new tax revenue from online sales, pursuant to a landmark U.S. Supreme Court decision (*South Dakota v. Wayfair*, 2018). That ruling allows

Sales Tax Update, 3rd Quarter 2019

Page 2

states to charge sales tax on products purchased from out-of-state companies even if they do not have a physical presence in the state.

- Sales of building and construction products were up significantly (44.2%), although this number is likely overstated due to misallocations or late reporting.
- Please note that the “Top 25 Producers” are listed in alphabetical order, as their rankings are confidential.
- As indicated on the chart on page 2, sales per capita in Norco was significantly higher than Riverside County or the State of California as a whole, consistent with past performance and a positive indicator for the local economy.
- The 3rd Quarter of 2019 was the second period in which additional sales tax revenue derived from Measure R was reported, which is generating substantial new revenue for the City of Norco, even slightly more than originally projected.

FISCAL IMPACT: None.

RECOMMENDATION: Receive and file.

Attachment: HdL Sales Tax Update

Q3 2019



City of Norco Sales Tax *Update*

Fourth Quarter Receipts for Third Quarter Sales (July - September 2019)

Norco In Brief

Norco's receipts from July through September were 7.9% below the third sales period in 2018. However, this comparison is skewed due to the CDTPA's transition to a new reporting system in the prior year when additional payments were received by the City. Excluding reporting aberrations, actual sales were up 3.8%.

Building and construction posted a 44.2% increase in sales due to strong building materials sales and a payment anomaly that depressed prior year results. General retail sales were 3.5% higher, while a new casual dining outlet helped lift the restaurant group 3.1%. Service station sales were up 2.5%.

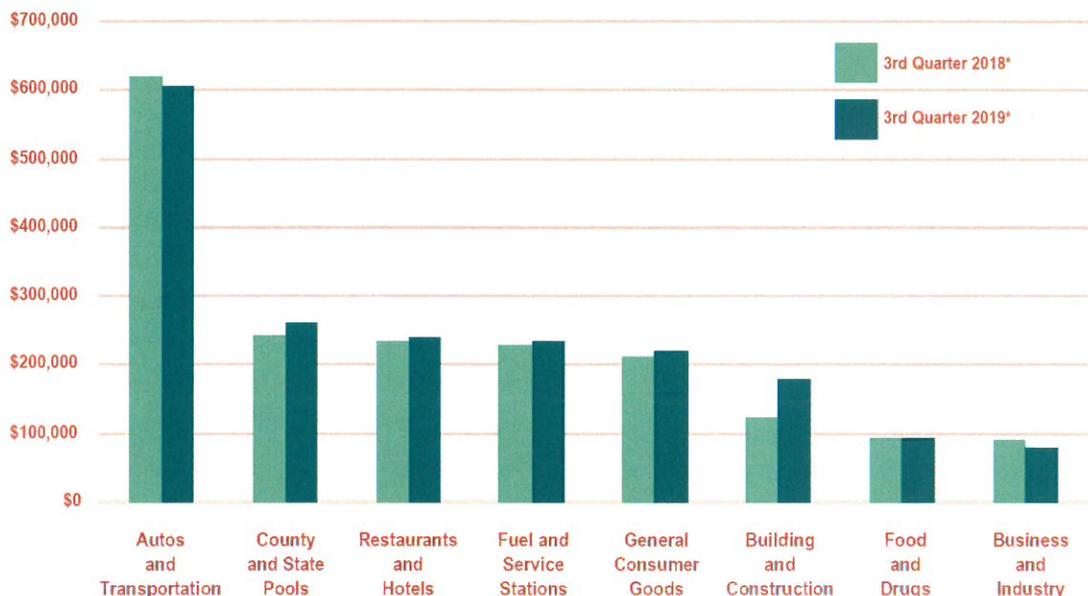
A 28.3% increase in used auto sales was offset by lower results from other segments as the automotive group declined 2.2%. Business and industry sales were down 13.3%.

Cash receipts from City's allocation of the countywide use tax pool decreased 13.8%. Adjusting for anomalies, pool receipts were 8.9% higher.

The City's Measure R transaction tax generated an additional \$1,464,726 during the quarter.

Net of aberrations, taxable sales for all of Riverside County grew 4.5% over the comparable time period; the Southern California region was up 2.8%.

SALES TAX BY MAJOR BUSINESS GROUP



*Allocation aberrations have been adjusted to reflect sales activity

TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

7 Eleven	McDonald's
All In Auto Group	Norco Gas Corp
Arco AM PM	Norco RV Center
Beacon Roofing Supply	Norco Shell
Browning Dodge Chrysler Jeep Ram	Norco Truck Center
Chevron	Paul Blanco's Good Car Company
Corona Autoplex	Premium Autos
Corona Motors Direct	Quick Crete Products
Floor & Decor	Stater Bros
Hemborg Ford	Target
Hobby Lobby	United Oil
Kens Sporting Goods	W B Powell
	Winco Foods

REVENUE COMPARISON

One Quarter - Fiscal Year To Date (Q3)

	2018-19	2019-20
Point-of-Sale	\$1,861,035	\$1,730,715
County Pool	297,346	256,434
State Pool	975	680
Gross Receipts	\$2,159,357	\$1,987,829
Measure R	\$0	\$1,464,726

Statewide Results

The local one-cent share of statewide sales and use tax from sales occurring July through September was 2.2% higher than the summer quarter of 2018 after adjusting for accounting anomalies.

The bulk of the increase came from the countywide use tax allocation pools and is due to the acceleration in online shopping where a large volume of the orders are shipped from out-of-state.

Online shopping also produced gains in the business-industrial group with in-state industrial zoned logistics centers filling orders previously taken by brick and mortar retailers. Purchases to support healthcare, food processing, logistics/warehouse operations and information/data technology also helped offset declines in other business-related categories.

With the exception of some discount and value-oriented retail, most categories of general consumer goods were down. New cannabis related start-ups offset declines in the food and drug group while a softening in building-construction receipts was consistent with recent declines in the volume and value of new building permit issuances.

Overall growth in restaurant receipts continued to soften with a shift toward lower cost dining establishments and takeout meal options. Reports of labor shortages and the impact of homelessness on customer traffic in metropolitan areas were reportedly factors in the decline in tax revenues from higher price, fine dining establishments.

Despite a slight uptick in used auto and auto lease receipts, the auto related group was significantly down due to a drop in new car and RV sales. Previously propped up by a 23% subprime rated customer base and six- and seven-year financing, loan delinquencies have recently surged back to levels last seen in 2009.

Additional Tax Districts Approved

Voters approved eight of the nine sales

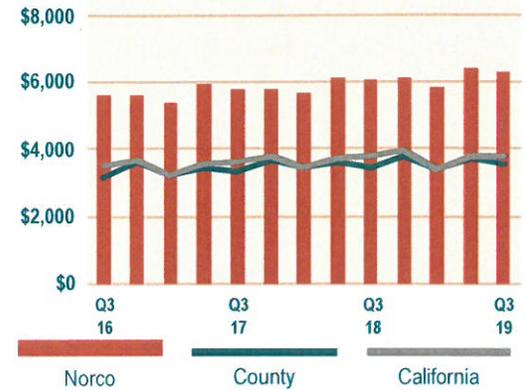
tax measures on the November 2019 ballot adding six new districts and extending two others.

This brings the total number of local transactions and use tax districts (TUT's) to 325 with 62 that are levied countywide and 263 imposed by individual cities. The number of local districts have close to tripled over the last decade as agencies deal with rising costs and service needs. TUT's have been a favorable option as visitors contribute to the tax and a collection system is already in place that minimizes administrative and monitoring costs.

California's basic rule is that the rate for all local TUT's combined, shall not exceed 2.0% or a total of 9.25% including the state levy. However, the state legislature has authorized higher caps in some jurisdictions with the highest voter-approved, combined state/local rate now at 10.5%.

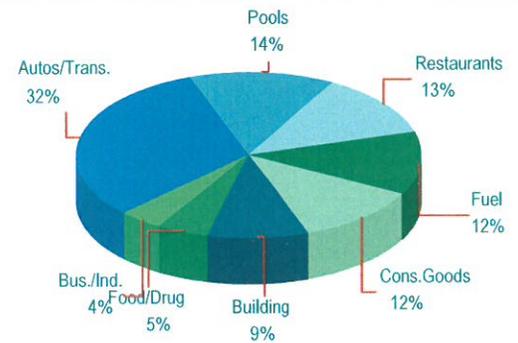
Thirty-five or more additional local TUT measures are currently being considered for the March 2020 ballot.

SALES PER CAPITA*



*Allocation aberrations have been adjusted to reflect sales activity

**REVENUE BY BUSINESS GROUP
Norco This Quarter***



*Allocation aberrations have been adjusted to reflect sales activity

NORCO TOP 15 BUSINESS TYPES**

Business Type	*In thousands of dollars			
	Norco Q3 '19*	Change	County Change	HdL State Change
Auto Repair Shops	32.3	-10.7%	0.5%	0.9%
Automotive Supply Stores	36.0	-2.9%	5.8%	3.7%
Building Materials	157.9	45.1%	12.0%	0.2%
Casual Dining	68.6	15.6%	2.5%	2.3%
Discount Dept Stores	— CONFIDENTIAL —	—	5.2%	2.8%
Fast-Casual Restaurants	34.0	-9.5%	5.6%	5.2%
Garden/Agricultural Supplies	32.3	1.1%	7.6%	4.5%
Grocery Stores	— CONFIDENTIAL —	—	1.2%	1.7%
Home Furnishings	26.3	-2.2%	1.1%	-1.0%
New Motor Vehicle Dealers	— CONFIDENTIAL —	—	1.5%	-7.2%
Quick-Service Restaurants	124.4	-2.7%	4.9%	2.6%
Service Stations	235.1	2.5%	1.7%	-1.5%
Specialty Stores	42.5	-1.7%	3.1%	0.3%
Trailers/RVs	36.0	-19.7%	0.3%	-3.7%
Used Automotive Dealers	206.7	28.3%	2.2%	2.1%
Total All Accounts	1,655.3	3.0%	4.0%	0.3%
County & State Pool Allocation	262.4	8.7%	7.5%	14.9%
Gross Receipts	1,917.6	3.8%	4.5%	2.3%

** Accounting aberrations such as late payments, fund transfers, and audit adjustments have been adjusted to reflect the quarter in which the sales occurred.

CITY OF NORCO STAFF REPORT

TO: Economic Development Advisory Council (EDAC) Members

FROM: Roger Grody, Economic Development Consultant
Kelli Newton, Communications Manager

DATE: January 28, 2020

SUBJECT: Business Appreciation Initiative Honorees

RECOMMENDATION: Approve nominees to receive the Business Appreciation Initiative for February 2020, March 2020, April 2020, and May 2020.

The Business Appreciation Initiative Selection Committee met on January 21, 2020 to nominate Norco businesses to be recognized through the Business Appreciation Initiative. The EDAC-sponsored program recognizes deserving Norco business at the second City Council meeting of every month. A wide range of commercial enterprises, from Fortune 500 corporations to mom-and-pop businesses, are honored for their commitment to the community and contribution to the City's economic vitality.

The Selection Committee nominates businesses on a quarterly basis and forwards its recommendations to EDAC for approval. A variety of criteria (See Attachment A) are considered when making nominations, and to ensure that recommended businesses are in good standing with the City, each nominee is vetted by Financial & Support Services, Planning and any other pertinent City departments.

Nominees for the upcoming four months were viewed as deserving of recognition based on the established criteria, and have been vetted by City staff. The following businesses were nominated by the Committee, accompanied by the criteria cited by the Committee:

February 2020: **Daisy Kart Florist**, a mom-and-pop business that has earned a loyal clientele through superb customer service.

March 2020: **76 Gas (Sixth & Sierra)**, whose investment in its façade and public art reflects the best efforts to create a uniform Western theme for Sixth Street and Horsetown USA.

April 2020: **Canidae Pet Food**, a Norco-based business whose products are enjoyed around the globe, and whose owners embrace the spirit of Horsetown USA.

May 2020: **Norco's Best Burger**, a beloved family-owned business that supports community events and hires local youth.

FISCAL IMPACT: None.

RECOMMENDATION: Approve nominees to receive the Business Appreciation Initiative for February 2020, March 2020, April 2020, and May 2020.

Attachment A: "Criteria for Consideration"

ATTACHMENT A

Criteria for Consideration Business Appreciation Initiative

- How long has the business been located in Norco? Has it become a valued part of the community fabric?
- Do the business owners or employees regularly participate in local community events?
- Does the business make monetary or in-kind donations to local events, nonprofit agencies or programs?
- How well have the owners maintained the business premises? Do they clearly take pride in its appearance? Does it have good “curb appeal”?
- Has the business made a major capital investment in its property, such as a new building, major renovation, tasteful landscaping or signage?
- Has the business embraced the Horsetown USA theme as part of its image, through its architecture, selection of merchandise or marketing?
- Is the business a major employer in the community? And does it make an effort to hire Norco residents?
- Does the business contribute significant revenue to the City, either through sales tax or transient occupancy tax (TOT)?
- Is the business in substantial compliance with City of Norco rules and regulations (e.g. business licenses, permits), current on municipal accounts and not the subject of ongoing Code violations or litigation?

CITY OF NORCO STAFF REPORT

TO: Economic Development Advisory Council (EDAC) Members

FROM: Roger Grody, Economic Development Consultant

DATE: January 28, 2020

SUBJECT: Letter to Streets, Trails and Utilities Commission Regarding Sixth Street Traffic and Fencing

RECOMMENDATION: Approve the draft letter.

At its October 2019 meeting, EDAC recommended that a letter be sent to the Streets, Trails and Utilities Commission to address issues related to the use of Sixth Street trails by equestrians, pedestrians and cyclists. Many residents, particularly equestrians, find the trails threatening and choose to ride outside of Norco than along Sixth Street, which negatively impacts local businesses. The Members also requested that issues related to Sixth Street trail fencing be addressed, specifically that it adhere to the City standard. Attached is a draft letter to the Streets, Trails and Utilities Commission for consideration.

FISCAL IMPACT: None.

RECOMMENDATION: Approve the draft letter.

Attachment A: Draft Letter



CITY OF NORCO

HORSETOWN USA

January 28, 2020

Mr. Gary Schonne, Chair
Streets, Trails & Utilities Commission
2870 Clark Ave.
Norco, CA 92860

Dear Mr. Schonne:

On behalf of the Economic Development Advisory Council (EDAC), I want to report some concerns that were expressed by my colleagues at a recent EDAC meeting. Several of our Members reported that they no longer ride down Sixth Street because of the threats generated from speeding cars and large trucks. They indicated that because of these problems Sixth Street was no longer hospitable to equestrians, as well as pedestrians and cyclists, and that many Norco residents had begun trailering their horses—driving out of Horsetown USA—to ride in other communities on weekend mornings. This was extremely disappointing to hear and resulted in a recommendation that the issue be raised with the issue with the Streets, Trails & Utilities Commission.

The original motion was amended to include another issue related to the trail fencing on Sixth Street. Our Members want to ensure that the street's fencing is consistent with the City's new standard. EDAC believes Sixth Street is not only critical as a primary commercial corridor but that its status as a recreational equestrian asset must also be retained.

Thank you for your consideration of EDAC's concerns, and I hope we can work together to resolve these issues and to make Norco more accessible and enjoyable for equestrians, pedestrians and cyclists.

Best regards,

Patrick Malone
Chair, EDAC

CITY COUNCIL

BERWIN HANNA
Mayor

KEVIN BASH
Mayor Pro Tem

ROBIN GRUNDMEYER
Council Member

TED HOFFMAN
Council Member

GREG NEWTON
Council Member