



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

**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

M/S ETCHISON/RYAN to approve the regular meeting minutes of September 24, 2019, as presented. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

B. EDAC Special Meeting Minutes of October 29, 2019

M/S LEONARD/MALONE to approve the special meeting minutes of October 29, 2019, as presented. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

2. PUBLIC COMMENTS:

No public comments were made.

3. DISCUSSION / ACTION ITEMS:

A. Sales Tax Update, 3rd Quarter 2019

Consultant Grody presented the 3rd Quarter 2019 Sales Tax Update. He explained that the State of California continues to transition to a new software system. Although this transition has resulted in

some skewed comparisons, the adjustments show an increase over the previous year's quarter.

M/S MALONE/LEONARD to receive and file the 3rd Quarter 2019 Sales Tax Update. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

B. Business Appreciation Initiative Selection Committee Structure and Nominee Selection

M/S ETCHISON/RYAN to approve the recommendation of Daisy Kart Florist as the nominee to receive the Business Appreciation Initiative in February 2020. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

M/S LEONARD/MALONE to approve the recommendation of 76 Gas (Sixth and Sierra) as the nominee to receive the Business Appreciation Initiative in March 2020. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

M/S LEONARD/MALONE to approve the recommendation of Canidae Pet Food as the nominee to receive the Business Appreciation Initiative in April 2020. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

M/S ETCHISON/LEONARD to approve the recommendation of Norco's Best Burger as the nominee to receive the Business Appreciation Initiative in May 2020. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

The Business Appreciation Initiative Selection Committee reorganized to include Chair Malone, Vice Chair Collins, Member Leonard and Member Ryan.

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C. Letter to Streets, Trails and Utilities Commission Regarding Sixth Street Traffic and Fencing

The Members did not have any changes to the proposed draft letter and requested that the letter be sent to the Streets, Trails and Utilities Commission prior to their February meeting.

M/S LEONARD/WILLIAMS to approve the letter to Streets, Trails and Utilities Commission regarding Sixth Street traffic and fencing. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

D. Reconstitution of Current EDAC Membership

The Members agreed that the EDAC membership should be reduced, specifically to nine members, as it is a manageable number that still allows for a diversity of industries and backgrounds to be represented on the Advisory Council.

M/S COLLINS/WILLIAMS to recommend that the City Council reduce the EDAC membership to nine members. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

E. Strategic Planning for EDAC in 2020

Chair Malone presented his recommended topics for EDAC to discuss in 2020, including opportunities to increase revenue, business retention and point of sale while enhancing exposure of Horsetown USA as a destination. He asked that HdL Companies present an overview of sales tax and point of sale at the February meeting.

4. EDAC / STAFF COMMUNICATIONS:

A. City Manager Update

City Manager Okoro announced that Paul Blanco's Good Car Company recently closed. They did not consult with the City before deciding to close. He explained that the company has been leasing its property in the Auto Mall and its departure creates a new opportunity for the City to attract another automotive industry business with revenue-generating potential. The City is working closely with the property owner and prospective users to ensure that the property is put to productive use in the future. The City acquired a former Redevelopment Agency parcel on Four Wheel Drive across from the dealership, and sold it to Paul Blanco's Good Car Company for future expansion. Because the sale to the company was facilitated by a loan from the City of Norco, the City expects to retain control of the property.

B. Economic Development Update

Consultant Grody did not provide an update.

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C. Upcoming Event Announcements

No events were announced.

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

No items were requested.

E. Next Regular Meeting Scheduled: February 25, 2020

Chair Malone announced that the next regular meeting is scheduled on February 25, 2020.

ADJOURNMENT

Chair Malone adjourned the meeting at 9:06 a.m.

Kelli Newton, Communications Manager