



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

**Tuesday, June 23, 2020
City Council Chambers, 2820 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
Michael Ryan, Member
Sigrid Williams, Member

PLEDGE OF ALLEGIANCE: Chair Patrick Malone

1. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of February 25, 2020

Recommended Action: Approve the EDAC regular 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:

Order of Presentation for Discussion Items:

1. *Staff Report Presentation*
2. *EDAC Questions of Staff*
3. *Public Speakers in favor, against, neutral*
4. *EDAC Discussion and Action*

A. COVID-19 Economic Development Updates

Recommended Action: Receive and file.

B. Potential Small Business Loan Program

Recommended Action: Provide input for staff consideration.

4. EDAC / CITY MANAGER / STAFF COMMUNICATIONS

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
DRAFT REGULAR MEETING MINUTES

Tuesday, February 25, 2020
City Hall – Conference Rooms A & B, 2870 Clark Avenue, Norco, CA 92860

CALL TO ORDER: 8:20 a.m.

ROLL CALL:

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

PLEDGE OF ALLEGIANCE: Vice Chair Diane Collins

1. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of January 28, 2020

M/S LEONARD/RYAN to approve the regular meeting minutes of January 28, 2020, as presented. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: ETCHISON, MULLER

ABSTAIN: NONE

2. PUBLIC COMMENTS:

No public comments were made.

3. PRESENTATION:

A. HdL Companies: Local Sales Tax Reporting & Strategies

Tom Bachman of HdL Companies, the City's sales tax consulting firm, presented an overview of Norco's sales tax base, distribution of sales tax, sales tax exemptions, top sales tax producers and historical trends.

4. DISCUSSION / ACTION ITEMS:

A. Strategic Planning for EDAC in 2020

Chair Malone distributed a milestone schedule with potential topics that could inspire recommendations from EDAC to the City Council. He encouraged the EDAC members to review the document to discuss at the next meeting.

5. EDAC / STAFF COMMUNICATIONS:

A. Recommendation and Implementation Update

Chair Malone reported that he and Consultant Grody scheduled interviews with candidates from Norco College to assist with advertisement sales on the Sixth Street Gateway Sign.

B. City Manager Update

City Manager Okoro did not present an update.

C. Economic Development Update

Consultant Grody reported that the Streets, Trails and Utilities Commission received and reviewed EDAC's letter. He also reported that the approved Tru Hotel will initiate construction within 30 days, the Holiday Express developer has secured financing, and staff is working with SCORE to execute a final contract.

D. Upcoming Event Announcements

Chair Malone announced the upcoming 5k Walk/Run and Member Leonard announced the Film Festival on March 7, 2020.

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

No items were formally requested.

F. Next Regular Meeting Scheduled: March 24, 2020

Chair Malone announced that the next regular meeting is scheduled on March 24, 2020.

ADJOURNMENT

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

Kelli Newton, Communications Manager

CITY OF NORCO STAFF REPORT

TO: Economic Development Advisory Council (EDAC) Members

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

DATE: June 23, 2020

SUBJECT: Community Business Updates

RECOMMENDATION: Receive & File

While EDAC was on hiatus during the COVID-19 lockdown, life did not entirely stand still in the City of Norco. To bring you up to date, staff has compiled a list of significant economic and community events that would be of interest to EDAC Members.

- Congress passed, and the President signed, the \$2 trillion Coronavirus Aid, Relief, and Economic Security (CARES) Act, which included both the Economic Injury Disaster Loan (EIDL) program and Paycheck Protection Program (PPP), both administered through the Small Business Administration (SBA).
- Responding to intense demand, the PPP was subsequently replenished, and more recently revised to extend its term and provide greater flexibility to business owners.
- Staff worked with the Norco Chamber of Commerce & Visitors Center to notify local businesses of available funding opportunities, while helping to promote Norco restaurants' take-out and delivery options.
- The City has also been providing information to struggling homeowners, those who may have been furloughed or laid-off due the economic effects of COVID-19. Staff has disseminated details on mortgage forbearance programs established by the CARES Act, allowing homeowners to defer payments for up to one year in certain circumstances.
- The cancelation of an in-person graduation ceremony did not keep the City of Norco from celebrating the Class of 2020 from Norco High School and JFK Middle College High School. Staff coordinated with the Corona-Unified School District to showcase the entire graduating class on the Sixth Street Gateway Sign, attracting families and friends to Sixth Street.
- Pursuant to EDAC's recommendation, the contract with SCORE, the mentoring program funded by the SBA, was executed. Counseling sessions for local businesses can begin soon.

- Grocery Outlet, the anchor tenant of the new Western-themed Norco Gateway project, opened to the public, and the deep-discount market has been well received by local residents. A grand opening will be held in the future.
- A new Union 76 service station—the Western design is pure Norco—opened at the corner of Hamner and Town & Country. Gas stations may not be the most glamorous projects but are reliable sources of sales tax revenue.
- The Palomino Business Park, consisting of almost 2 million square feet of versatile space, was approved by the Planning Commission, and just last week by the City Council.
- A long-term lease was signed for a major nutritional products company at Saddle Ranch Business Center, one that could result in some sales tax revenue. The company envisions creating its campus-style headquarters in Norco. Details will be provided soon.
- Two electric vehicle charging stations were installed at City Hall parking lot, funded primarily through a \$140,000 grant from the State of California. The stations, part of the national ChargePoint network, are projected to generate modest revenue for the City while serving residents and visitors in need of rapid charges.
- With film production temporarily halted in Los Angeles County, producers began finding their way to Norco, attracted in part by the welcoming environment created by the City. Working with Linda Kai-Gorman, a resident and veteran location scout, the City has received a flurry of new inquiries and permit applications.
- The County of Riverside initiated the Riverside County COVID-19 Business Assistance Grant Program, providing \$10,000 grants to assist businesses in safely reopening to the public.

FISCAL IMPACT: None.

RECOMMENDATION: Receive & File.

CITY OF NORCO STAFF REPORT

TO: Economic Development Advisory Council (EDAC) Members

FROM: Roger Grody, Economic Development Consultant

DATE: June 23, 2020

SUBJECT: Consideration of Small Business Loan Program

RECOMMENDATION: Provide Input for Staff Consideration

SUMMARY: The COVID-19 pandemic has demonstrated the essential role government can play in assisting struggling businesses in times of crisis, particularly small, mom-and-pop enterprises. The Coronavirus Aid, Relief, and Economic Security (CARES) Act, which included the initial funding of the Paycheck Protection Program (PPP), was part of the multi-trillion effort of the U.S. government, and many local governments have complemented those federal resources with programs to assist their own local businesses. Funding from the CARES Act enabled Riverside County to provide grants to assist businesses in reopening after the lockdown.

Previously, staff has sought input from EDAC on the merits of a revolving microloan program to assist small business owners with operational expenses, as well as capital improvements to façades or interiors. In conceptual terms, that kind of program was viewed favorably as a means of retaining existing businesses in the City of Norco. The COVID-19 crisis has given new urgency to consideration of a loan program not only designed to reinvigorate suffering businesses today, but to support local business during all kinds of economic conditions.

At this meeting we are seeking input from EDAC on how to best structure a loan program, in general terms. At a future meeting, staff will return with a draft proposal on a specific financial program. Considerations will include the optimum amount of assistance, the desired terms of the loan, eligible activities for the funding, and how to effectively market the program.

FISCAL IMPACT: None.

RECOMMENDATION: Provide input for staff consideration.