



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

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

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**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.

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Kelli Newton, Communications Manager