



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

**Tuesday, June 23, 2020
City Council Chambers, 2820 Clark Avenue, Norco, CA 92860**

CALL TO ORDER: 8:17 a.m.

ROLL CALL:

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

PLEDGE OF ALLEGIANCE: Chair Patrick Malone

1. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of February 25, 2020

M/S ETCHISON/RYAN to approve the regular meeting minutes of February 25, 2020, as presented. The motion was carried by the following roll call vote:

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

NOES: NONE

ABSENT: KAYL, WILLIAMS

ABSTAIN: NONE

2. PUBLIC COMMENTS:

No public comments were made.

3. DISCUSSION / ACTION ITEMS:

A. COVID-19 Economic Development Updates

Consultant Grody presented the staff report and the list of significant economic and community events that took place during EDAC's hiatus during the COVID-19 lockdown. Following discussion and without formal motion, the EDAC Members received and filed the report on COVID-19 Economic Development Updates.

B. Potential Small Business Loan Program

Consultant Grody presented the staff report on a potential microloan program for local businesses that could be used for operating expenses or façade improvements. Through this program, the City would have an opportunity to support, assist and improve its relationship with the business community.

The EDAC Members provided input for staff consideration. The EDAC Members recommended that the loan program be a multi-year program with eligibility requirements for financing, such as being in

business for a full year. It was recommended that the loan be universal, meaning the use of the funds would be solely determined by the qualified applicant/business owner. Additionally, it was recommended that the City allocate a specific total amount to be distributed on a first come, first served basis. It was recommended that the individual loan amount not exceed \$15,000 and be allocated in funding tiers that are based on certain qualifications, including number of employees and gross sales. It was recommended that the interest rate be under 3% with a brief interest-free period at the start of the term of the loan. Regarding the term of the loan, it was recommended that the term be a long enough amount of time so that a business can realistically pay back the loan.

Consultant Grody noted that he would use the EDAC Members' recommendations to create a draft program description.

4. EDAC / CITY MANAGER / STAFF COMMUNICATIONS

Member Leonard inquired about the status of any projects proposed on the Wylie Labs Property and the intersection of Sixth Street and Hamner Avenue. Staff explained that no projects have been formally proposed on either property and EDAC would be alerted once a formal application is received by the City.

ADJOURNMENT

Chair Malone adjourned the meeting at 8:58 a.m.

Kelli Newton, Communications Manager

Member Williams' Remarks Regarding Item 3.B

From: [Williams, Sigrid](#)
To: [Kelli Newton](#); [Etchison, Ashley](#); [Diane Collins](#); [Michael Kayl](#); mike@michaelaryan.com; [Nicole Hansen](#); [Pat Malone](#); [Vicki Leonard](#)
Cc: [Roger Grody](#); [Andy Okoro](#); [Dana Roa](#)
Subject: Re: EDAC Regular Meeting Agenda Packet – June 23, 2020
Date: Friday, June 19, 2020 9:28:59 AM
Attachments: [Outlook-1519490837.png](#)

Good morning Kelli and fellow EDAC members.

I will not be able to attend this Tuesday's meeting as I will be out of state with family.

However, I would like to address a few items that are included in the packet that Kelli sent us:

1. City of Norco Staff Report, Page 1, last bullet point regarding SCORE - The City needs to make sure that this is publized everywhere. Many times there are great resources available and businesses (people) miss it for whatever reason. The City might think about holding several symposiums (face-to-face and virtual) for our small businesses. Do not rely on flyers in the utility bills as some small businesses may not see these as they may not be getting or paying for their utilities directly to the city.
2. Small Business Loan Program - ...input on the merits of a revolving micorloan program to assist small business owners... - **If** the city has funding set aside for this type of program that would not take away from the current fiscal operational requirements then I think it is a win-win. My input on how to best structure a loan program:
 - a. I believe that it should be in the form of project grants or catagorical funding with some matching funds (no less than 25% from the business owner). The expenses and/or improvements should be quantifiable and the loan should be for no more than 5 years. There are a lot of loans available right now to small businesses - CARES Act, SBA Disaster Loans, and Economic Disaster Injury Loans. We want to make sure our businesses do not over-extend themselves and then Norco pays the price. Let's help those businesses that help themselves. It needs to be done in such a way that the business owners become a bonifide stakeholder in the project and it is not looked at as "free" money they could walk away from with little injury to themselves.

Please include my input in the meeting. I welcome the opportunity to participate virtually.

I hope you have a productive meeting. I look forward to seeing you all in July.

Sigrid

Dr. S. Williams



Sigrid Williams, Ed.D, MPA
Assistant Professor ♦ Administration of Justice
Advisor ♦ Criminal Justice Student Association
Office: PA 101 ♦ Office Phone: 951-739-7825

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I may have used voice recognition to construct this email. Please excuse any strange typos. Thanks.

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From: Kelli Newton <knewton@ci.norco.ca.us>

Sent: Thursday, June 18, 2020 4:21 PM

To: Etchison, Ashley <Ashley.Etchison@norcollege.edu>; Diane Collins <diane@bydizign.com>; Michael Kayl <Michael_Kayl@yahoo.com>; mike@michaelaryan.com <mike@michaelaryan.com>; Nicole Hansen <villaamalfi@sbcglobal.net>; Pat Malone <pkmalone@att.net>; Williams, Sigrid <Sigrid.Williams@norcollege.edu>; Vicki Leonard <VL10211960@gmail.com>

Cc: Roger Grody <RGRODY@ci.norco.ca.us>; Andy Okoro <aokoro@ci.norco.ca.us>; Dana Roa <DRoa@ci.norco.ca.us>

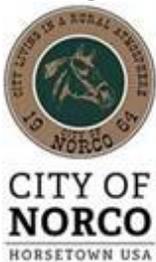
Subject: [EXTERNAL SENDER] EDAC Regular Meeting Agenda Packet – June 23, 2020

Good Afternoon EDAC Chair and Members,

Attached is the full agenda packet for the upcoming regular meeting on Tuesday, June 23, 2020, at 8:15 a.m. Please note, in order to comply with social distancing guidelines, the meeting will be held in the Council Chamber, which is located behind City Hall. Per the State of California, face masks/coverings will be required.

Please let me know if you have any questions or if you are unable to attend the meeting.

Have a great weekend – See you on Tuesday!



Kelli Newton

Communications Manager

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