



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
REGULAR MEETING
JUNE 23, 2011

EDAC Members

Kevin Bash, Mayor Pro Tem
Kim Calabrano, Community Business Representative
Wanda Crowson, Community Business Representative - Vice Chair
Ed Dixon, Community Business Representative
John Fernandez, Community Business Representative
Bill Schwab, Community Business Representative
Pamela Smith, Community Business Representative - Chair

Staff Present:

Beth Groves, City Manager
Roger Grody, Economic Development Specialist

Absent Members:

Berwin Hanna, Mayor
Patrick Malone, Community Business Representative

CALL TO ORDER: Chair Smith called the meeting to order at **9:30 AM**

PLEDGE OF ALLEGIANCE: **Member Crowson**

1. PUBLIC COMMENTS OR QUESTIONS: **NONE**

2. **WELCOME NEW EDAC MEMBER:** John Fernandez
Chair Smith welcomed the newest Member, John Fernandez.

John Fernandez shared some information about himself and his work. As the business manager for Norco Valley Dental and property owner, he has a good perspective on the economic challenges facing Norco. He said, however, that his experience as a businessman in Norco has been extremely positive.

3. APPROVAL OF MINUTES: May 26, 2011
M/S Bash/Dixon to approve the minutes of May 26, 2011 with no corrections.

John Fernandez abstained, as he was not yet a member of EDAC.

Wanda Crowson abstained, as she was absent on May 26, 2011 **Motion Passed**

4. DISCUSSION OF BUSINESS SURVEY PROGRESS (*ED Specialist Grody*)

ED Specialist Grody reported that although not all of the Members had submitted survey results, that there were enough responses from business owners to establish some trends. He distributed some selected verbatim comments from business owners for the Members to review.

Member Dixon noted that it appeared that the signage restrictions were very restrictive, based on the comments. Member Bash said that there were plans to improve the signage ordinance but that some people don't realize it is their responsibility to properly maintain their signs. A discussion ensued on the benefits of good signage and Member Crowson inquired about a particular situation at Domino Pizza, which City Manager Groves promised to look into. Member Schwab reported about his discussions with the proprietors of Thrifty Horse, who had some creative ideas about reinforcing the Western theme on Sixth Street. Chair Smith suggested that

the survey results be the primary focus of the July 26, 2011 EDAC meeting and asked staff to send additional lists of businesses as soon as possible. Member Dixon suggested that questions about the banner program and electronic sign be added to the survey questions, and Economic Development Specialist Grody said that would be fine but reminded the Members that they are not required to stick to a strict script on the surveys.

5. INFORMATIONAL UPDATES

A. **Film Norco** (*ED Specialist Grody*)

Economic Development Specialist Grody presented copies of a draft Film Norco website, which seeks to promote Norco as a prime shooting location for television, commercials and motion pictures. Member Bash cautioned about recommending the use of the Norconian, and staff indicated that all such inquiries, including a recent request from a prominent producer, are referred directly to the State or Navy. Member Bash and other Members had some suggestions of additional sites to include in the database of available sites.

B. **City Manager Update** (*City Manager Groves*)

City Manager Groves reported that a City Budget was adopted, providing authorization to operate in the next fiscal year, beginning July 1, 2011. However, the California Legislature has passed two bills effectively dissolving redevelopment agencies in the State. The bills have not yet been sent to Governor Brown for signature, but once signed, they will create an immediate \$500,000 shortfall that would have to be resolved, as many positions, including City Manager, are partially funded by the Redevelopment Agency. City Manager Groves explained that the California Redevelopment Association would file an immediate lawsuit upon the signing of this legislation into law, and if a judge issued a stay, business as usual could continue for several months or more. At this point, there is no option but to continue conducting Redevelopment Agency business. At some point, even after the elimination of the Agency, the City would begin to receive some additional property tax revenue, but the amount and timing is still unknown.

A discussion ensued regarding taxation, licensing of the City logo and other innovative revenue-generating ideas, which led to a discussion related to the responsibilities of a good Chamber of Commerce and some of the issues facing the two Chambers in Norco.

6. OTHER MATTERS

A. Meeting Schedule for Fiscal Year 2011-2012

M/S Schwab/Bash to approve the proposed meeting dates of July 28, 2011, October 27, 2011, January 26, 2012 and April 26, 2012. The motion passed 6-1 with Member Dixon dissenting. A substitute motion was made by Member Dixon and seconded by Member Crowson to approve the meeting dates for July 28, 2011, October 20, 2011, January 19, 2012 and April 26, 2012.

Unanimous

Substitute Motion Passed

7. SETTING OF NEXT MEETING: **July 28, 2011 AT 9:30 AM**

8. ADJOURNMENT: Chair Smith adjourned the meeting at **10:55 AM**